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PC Magazine, Best of 1989 Awards January 16, 1990 issue

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PC Magazine

"...CheckFree did not fail me. When my banking statement arrived the first thing to catch my eye was a CheckFree check...this laser-printed paper check was reassurance that someone else could be trusted to pay my bills..."

Robert Cullen, Home Office Computing

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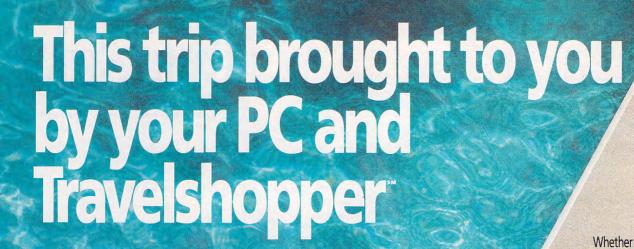
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DEPARTMENTS

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Whether it's a business trip to Manhattan, a second honeymoon in the Mediterranean or one of three million other travel destinations, your trip is made easier when you use Travelshopper. You can browse through flights and fares for virtually every airline. Check currency conversion rates against the dollar. Receive briefings on forecasted weather. Request a rental car or specific hotel. And inquire about special entertainment and theater events in major cities around the world.

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Dear Reader

An online conversation:

[Online Research Assistant] Hi. How may I help you?

[Arthur Dunn] My name is Arthur. I left a message re: flies, climbing. No response. Did you receive my query?

[Assistant] What do you want to know?

[Mr. Dunn] I tried to find info re: mechanisms flies use to climb vertical surfaces. I tried to search "flies walking." One magazine article was noted. How do I proceed?

[Assistant] You can try (name of database), and select to search by subject.

[Mr. Dunn] Would "flies climbing" be reasonable?

[Assistant] What exactly is the flies? Is it a device?

[Mr. Dunn] Flies are little insects that buzz around your head and provide the excuse for the manufacture of fly swatters.

[Assistant] Oh, I see, sorry. Is fly a mechanism used for mountain climbing?

[Mr. Dunn] I see I didn't make myself clear. I am trying to answer the question as to how flies and certain other insects are able to walk up smooth, vertical surfaces. Most people speculate about sticky feet and so forth, but do not really know.

[Assistant] Oh, I see. This is tricky.

[Assistant] Can you hold for a minute while I check that for you?

Online technology is arguably a boon to most areas of life, but there are times when you just can't replace human contact—voice contact in particular—especially when learning how to use the technology itself. The nuances and inflectional clues of a voice; the rapid, almost organic nature of verbal exchange; the perception that there's a breathing, caring being on the "other side" of a vast agglomeration of text—none of this can yet be duplicated with chips and diodes or in print. CompuServe member Dr. Arthur F. Dunn of Los Angeles discovered that during the above real-time exchange with an online database research assistant. He described the experience as "instructive" on the limitations of written language. He also thought it was funny and suggested we share it with you. And so we did.

Semantics notwithstanding, most interventions by online research assistants are immensely helpful. And, there are many other places to turn online to get help in getting online, uploading or downloading, navigating, looking up billing information, clarifying a command, etc. Often, everything we need to surmount the techno-hump and get going again is within easy reach. But, for any number of reasons, words alone sometimes fail us. We need someone to take a personal interest in guiding us along, to provide immediate feedback as to whether we should turn right or left, to tell us if we should flip our DIP switch up or down, to give encouragement. It's precisely for those reasons that CompuServe devotes considerable effort to a well-trained crew of customer service representatives and provides the best equipment available to back them up. CompuServe's telephone "rep" system, recognized as one of the finest in the United States, is the subject of this month's "behind-the-lines" cover story.

In the article beginning on page 14, you'll learn about the Customer Service Department, how it works, the people who make it work, the philosophy that drives it and why CompuServe believes excellence in customer support is so important. You'll also learn how to put the power of Customer Service to work for you: when to call, what to do before you call, how to deal with a rep once you have one on the phone, how to take full advantage of CompuServe's self-help offerings.

Though the telephone is itself an imperfect instrument of communication, it's a major step closer to meaningful contact than the chilly, exacting climate of the online medium or the inert character of paper-based "documentation." CompuServe understands well that a personal touch is needed to reduce its 150 gigabytes of information to human scale. To that end, there are 65 people on the phones ready and willing to help when you need it.

Douglas G. Branstetter
Editor

Unlike other game shows, YGI! lets you walk away with prizes. And your dignity.

At one time, you had to appear in front of millions of TV viewers — and lose a lot of pride — to win a few prizes. Not any more. You Guessed It! exposes you to obtuse questions, slightly warped intellects, a plaid-clad game show host, and snazzy gifts. All in the privacy of your own home. Play to accumulate bonus points and redeem them for prizes like sports equipment, timepieces, and telephones. Just type GO YGI. And you're one step closer to walking away a winner.

CompuServe®

Letters

BPS versus Baud

I enjoyed reading the article entitled "Modulator/Demodulators Revealed" (March, p. 22). However, when I turned to the inset entitled "*CM*'s Modem Buyers' Checklist," I read something that surprised me. The second item of the checklist states that "Your best bet is to choose a modem with variable bits-per-second speeds, from 300 to 2400 baud." This implies that bps is the same as baud, which it is not, except for 300 bps modems.

Too often the term "baud" is used as a synonym for bps, leading to confusion among users, and frustration among people who know better. Until recently, I did not know there was a difference between the two terms, but commonplace misuse of the terms will only prolong the confusion.

Michael Quinlan
Eatontown, N.J.

CompuServe Magazine regrets the error.

Origin of 'Emoticons'

After reading "BTW, FWIW, Check This Out" (March, p. 7), I felt I should write to let you know that those of us who run free, public bulletin board systems have been using what you refer to as "emoticons" for years. In fact, it might be hard to prove that they actually started on CIS, although I grant that they could have. You could probably check the IBMBBS Forum to see what other BBS system operators have to say on the subject. <grin>

Jody Burchstead
Leominster, Mass.

Chicago Architecture

I have just read the article about "architrekking" in the Windy City (March, p. 32). I can't tell you how much I enjoyed it. Although I am a native Chicagoan, it's been many years since I've taken the time to really look at the city. This article has reminded me how beautiful and interesting the architecture in Chicago is.

Now that I am semi-retired, I intend to take a few of the tours mentioned in the article to reacquaint myself with the city.

Shirley E. Whitfield
Calumet City, Ill.

I was one of the four founders (only two of which were architects) of the Chicago Architecture Foundation referred to in "Windy City Architecture" (March, p. 32). A few historical errors need to be corrected.

The owners of the Glessner House in 1966 had never decided to demolish the building. Rather, they were waiting for a sympathetic buyer. Secondly, Phillip Johnson was neither a founder nor an active member in CAF. He did not head up the effort that led to CAF's purchasing the house; he was one of many who made a financial contribution.

Thank you for the excellent article which alerts your readers to the wonders of Chicago architecture.

Paul M. Lurie
Chicago, Ill.

MONITOR

MICHAEL MCLAUGHLIN

Now Hear This: The Bionic Ear

Scarlet fever at the age of three left John Kurtz deaf. Last summer, at age 59, he received a cochlear implant—a tiny biomedical electronic device placed in his inner ear—and became, as he says, "a bionic man." Now he can hear the key clicks on his computer; the meowing of his cat, Zeb; and birds along the Appalachian Trail.

Kurtz credits CompuServe, and specifically the information and support he gained from friends in the Disabilities Forum (GO DISABILITIES).

"Since my surgery," says Kurtz, "I have learned to hear again. Maybe about 45 percent of my hearing is back." For it does take learning—fine-tuning the implant itself, interpreting the new sounds and shifting one's focus from a primarily visual orientation to one that includes sound.

Last November, Larry Orloff, Disabilities Forum assistant sysop, followed suit. Now, thanks to his cochlear implant, Orloff can hear things he never heard before—timers buzzing and the people working in the laboratory next door.

Orloff is the host of monthly forum conferences on cochlear implants. The first, in February 1989, featured David Brace, who had had a cochlear implant just five days earlier. He talked about the surgical process and his psychological and emotional changes. And through later conferences and messages in the forum's "Hearing Impairment" section, Brace and architect Bill Boyle, who received his implant in 1987, shared their experiences, including rediscovering the joys of music and adapting to hearing again.

"It's a shared process of learning," Orloff says of the conferences. "All are welcome to attend."

Download Yourself Some Culture, You Grobian!

Combine high-tech and the arts by visiting some of CompuServe's online music and literature services.

To strike a happy note:
If you enjoy making your own electronic music, share experiences and expertise with others in the MIDI (Musical Instrument Digital Interface) Forum (GO MIDI).

To rock the night away:
Rock 'n' rollers will find the latest news and information in the music world in Rocknet (GO ROCK). Read reviews of the most popular music videos or join the live online conferences.

To get a touch of class:
The International Preview Society is a music club that caters to the classical music lover. Offering hundreds of selections, the Society is free to join and is located in The Electronic Mall (GO CM).

To take keyboard in hand:
Aspiring writers will find help and companionship in the Literary Forum (GO LITFORUM). Writers of fiction, non-fiction and poetry meet regularly to discuss stories and plots and to perfect their craft. For science fiction writers, the Science Fiction Forum (GO SCIFI) offers ideas and discussions on shows such as *Star Trek* (both versions) and *Dr. Who*.

To become a film buff:
Magill's Survey of Cinema offers in-depth articles on films released since 1902. Pertinent facts (title, release date, cast, credits) are given, as well as the plot and significant influences on the film. GO MAGILL will take you to this service, offered through IQuest.

CompuServe at PC Expo

CompuServe will join more than 600 exhibitors at the eighth annual PC Expo in New York.

The show will be held June 19-21 in the Jacob K. Javits Convention Center. All CompuServe members are welcome to visit booth #220 between 10 a.m. and 5 p.m.

Unix Forum Members Build Navigation Program

Unix Forum members can participate in developing a Unix-based navigation program for CompuServe users just by leaving a message or two.

Coordinated by Don Gloistein in Message Section and Library 15, "Projects," the final product will be public-domain software, with the source code available to all. It will allow Unix users to automate forum message functions as well as electronic mail, uploading and downloading of files, and thereby get more value for their connect-time dollar.

"The need for such a program is great since Unix lacks a standard protocol that is as effective as CompuServe B protocol," says Gloistein, a professional computer consultant.

To learn more about progress on the program or to contribute your own creative efforts, contact Don Gloistein in the Unix Forum (GO UNIXFORUM) at User ID 76010,474.

Automated navigation programs available for other operating systems include ATOSIG and TAPCIS for MS-DOS users, CompuServe Navigator for the Macintosh, ST/Forum for the Atari ST and Whap! for the Amiga.

Just Say No

MANUEL KING

This is a short treatise on why I don't use Compu-Serve.

A few months ago, I decided to take the plunge and become a CompuServe subscriber. My exuberance at finding so much information online was soon apparent to friends, family and neighbors. That's when my troubles began.

The first person to bother me was my eldest son who was in California training with the Marine Corps. This is where he discovered government "red tape." He wanted to fly home between assignments, but his pay records were messed up. Naturally, son called dad, asking for money for airfare. Travel agents are a rare breed on the high plains of Colorado, so I logged on and, in a matter of minutes, made his reservations.

The next crisis involved my second son, a high-school junior. His science class assignment required finding information his school library couldn't provide. We logged on to CompuServe and soon had our choice of six re-search papers on the topic. He got an A on the assignment.

Next, my secre-tary wanted in on the action. Her best friend had married and moved to Italy. CompuServe provided an Italian language tutorial to aid her during those overseas phone calls.

Determined not to be left out, my youngest son noticed "Sports" on the menu poster be-side my computer. He had to know more. His Fantasy Foot-ball team finished third in its league and took all of my online time.

MEMBER ESSAY

My advice to new Compu-Serve members? Be selfish and don't tell anyone about it. Oth-erwise, you won't get to use it either.

Jim Falconburg
Yuma, Colo.

CompuServe Magazine in-vites CompuServe members to compete for 10 hours of free con-nect time by writing a 200-word essay describing original uses for the Information Service.

Send typed, double-spaced essays to User ID 70003,4623. Please include your full name, address and User ID number. Watch for winning essays in Monitor.

MONITOR

Entrepreneurs Gotta Have Faith

Believing in yourself is a sig-nificant factor in your chances of starting a suc-cessful business, according to the National Federation of In-dependent Businesses.

A survey of 2,994 start-ups found that the more optimistic the entrepreneur was, the more likely his or her business was to thrive. Eighty-two percent of the respondents who rated their chances of succeeding as 9 in 10 or better later survived a three-year start-up period.

The study, co-sponsored by the NFIB and American Ex-press, found that the typical small-business entrepreneur is 35 years old, married to a work-ing spouse, had been employed at no more than five other jobs and started the business with-out relocating. Forty-three per-cent of respondents said the idea for their businesses came from a previous job; 18 percent

Person's age when he/she became owner or principal manager

50 or older — **11%**
40-49 Years — **24%**
26% — 20-29 Years
39% — 30-39 Years

Source: NIFIB/American Express Survey

JUDY JORDAN

said the idea came from a hobby or personal interest.

For more information, con-tact the NFIB at 600 Maryland Ave. SW, Suite 700, Washing-ton, DC 20024; 202/554-9000.

Meet other entrepreneurs in the International Entrepreneur's Network (GO USEN) or the Working From Home Forum (GO WORK).

Teeny-Weeny Tee Vee for Macintosh II

Macintosh users now can keep one eye on *Geraldo* as they crunch numbers or pummel graphics into shape.

MicroTV, a circuit board for the Macintosh II, displays black-and-white television images on the upper right corner of the screen. It accepts TV signals from videotape, laser disc or camera.

Consumers can buy their Mac TVs in two sizes—a 1.75-by 1.3-inch window ($395) or 3-by 3.6-inch window ($595).

Aapps Corp., founded by video-game notable Nolan K. Bushnell, hired several former Apple Corp. engineers to design the TV board. For more infor-mation, call 408/735-8550 or write 756 N Pastoria Ave., Sunnyvale, CA 94086.

Look Out for Slugs and Mutant Ninja Whitefish

This month's recipient of the Most Peculiar Thread in a Forum Normally Devoted to Real Serious Computer Stuff Award is the Computer Consultants' Forum (GO CONSULT), where there's been a running discussion of late about what to name your gang of Teenage Mutant Ninja Turtles if you happen to be, say, a bunch of middle-aged human computer consultants without a lot of prowess in the martial arts. We especially liked the suggestion from one Jewish member who pointed out that turtles aren't kosher; she was lobbying for a new Sunday (definitely not Saturday) morning cartoon show called *Mutant Ninja Rebbe Whitefish.*

Runner-up prize in this category goes to Section 7, "The TAProom," in the TAPCIS Forum (GO TAPCIS). There, under the section heading "Cheese Soup" (don't ask), members have been swapping—and topping—stories about slugs (not as in "subway token-like metal objects," but as in "those slimey little escargots that don't even have the decency to wear shells").

MANUEL KING

One member swears that a little place near his hometown, desperate to find something akin to all the other towns' indigenous strawberry festivals, chain-saw races, and the like, actually founded a Slug Fest as a tourist attraction. It features a parade led by a "Lincoln Continental covered with life-sized magnetic slugs."

We'll spare you some of the other members' various recipes for fried banana slug and slug-garnished ice cream.

(And hey, guys, we know that deep down, you're all real serious people. And that if you're deducting your online time, this is a Real Serious discussion about the future of biotechnology.)

Gentlemen, Start Your Modems

Racing fans can steer through up-to-the-minute Indianapolis 500 coverage this month in CompuServe's Motor Sports Forum (GO RACING).

When the Indianapolis Motor Speedway opens May 5, forum reporters will begin filing news live from trackside. Their reports will include real-time descriptions and interim standings during time trials and on race day. Much of their work can be found in Message Section 4, "CART-PPG Indy/ARS."

Forum users can find information on such Indy 500 topics as lodging, best travel routes, tickets and timetables, as well as pre-race comments and interviews, biographies and digitized pictures of drivers, press releases, race sanctioning information, transcripts and live conferences.

"Even the live TV coverage usually doesn't let the viewer know more than the top five or six cars at any given time," reports George Ryerson, the forum's senior assistant administrator. "So the TV viewer who also follows the action in the forum is ahead of the game."

When Indy 500 entries conclude, details can be found in the file INDY90.ENT in forum Library 4, "CART/PPG-Indy/ARS." Other files of general interest include INDY89.HTL, a list of hotels in and around Indianapolis, and WINNER.500, a list of all Indy 500 champs since 1911, when Ray Harroun won with an average speed of 74.59 mph.

JEANNE BERG

A Fast Fix: PC MagNet's Reviews Index
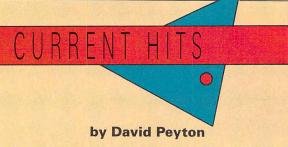
Suppose your faithful printer has developed some kind of glitch. You know you read about it in *PC Magazine,* but when?

Many CompuServe members have the same problem, so PC MagNet Manager Chris Barr teamed up with CompuServe programmers to provide a solution.

"We've developed a fast, down-and-dirty reviews index for our readers," says Barr.

Readers can search for reviews by product name, company name or key word in the citation.

"They'll get citations listing the issue cover date and page number of any review that fits the search criteria, plus lists of products and companies mentioned in the review," says Barr. To use the index, type GO PCM:REVIEWS at any CompuServe prompt.

NEED A HAND?

It's CompuServe Customer Service to the rescue. Just type GO HELP at any ! prompt. If you need to talk, call 800 848-8990 for friendly, personal assistance.

CompuServe

Uploads

CURRENT HITS

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700). To locate a file that has been moved to another library, use the Browse command and a wildcard. For example, type BRO *.ARC at any forum prompt.

AMIGA ARTS FORUM
(GO AMIGAARTS)
HyperHelp—A program for the Amiga that enables you to create and display help files, or any textual information, using Hypertext techniques. Create documents with cross references, accessible by simply double-clicking on an underlined word or phrase. You also can call and execute external programs. File HYPHLP.ZOO (54,528 bytes) in Library 10 (Applications).

AMIGA TECH FORUM
(GO AMIGATECH)
LHARC Update—An update of LHARC for the Amiga. It can now preserve directory structure, both in archiving and unarchiving, and has many new switches and features added. File LHARC.ZOO in Library 4 (Telecommunications).

AQUARIA/FISH FORUM
(GO AQUAFORUM)
Fishy Data—A list of common names of fish coupled with their scientific names. Covers freshwater, brackish water and marine fish and invertebrates. More than 3,200 entries in this text file. File COMMON.TXT (162,442 bytes) in Library 7 (Community Library).

ASTRONOMY FORUM
(GO ASTROFORUM)
Satellist—List satellites in earth's orbit launched between 1957 and June 1989. Includes name, catalog (NORAD) number, international designator, country of origin, inclination, period, apogee and perigee. File SATLST (44,630 bytes) in Library 3 (Satellite Observing).

ATARI 8-BIT FORUM
(GO ATARI8)
Crab Nebula—An arcade game with player/missiles and horizontal scrolling. Documentation includes rules and hints. File CRNEBU.ARC (5,888 bytes) in Library 10 (Games/Entertainment).

AVIATION FORUM
(GO AVSIG)
Novice Help—A beginner's guide to reading aviation sequence reports, terminal forecasts, winds aloft reports and more. Helpful if you are new to the forum and are wondering how to read what you see. File AVTRAN.TXT (9,861 bytes) in Library 1 (Weather/WX Programs).

BORLAND PROGRAMMING A FORUM
(GO BPROGA)
Effortless FUtility—FUtility, a system configuration utility. This program reveals the equipment installed on your system. It will tell you the system type, processor type, adapters present, mouse, ems and xms drivers (including versions) and more. File FU15A.ZIP (25,328 bytes) in Library 0 (General).

COMMODORE ART/GAMES FORUM
(GO CBMART)
Character Designer—Horizon Editor, an 80-column character editor for the C128 with the 64K VDC CHIP of a C128D. Supports the C128's Escape key routines. Use it to make sign-on messages for a BBS or design character backgrounds for games. Once the file is saved, it can be read by a word processor or even with Jiffy DOS using @t:filename. File HORIZO.BIN (42,240 bytes) in Library 10 (Graphics Utils & GIF).

DBASE FORUM
(GO DBASE)
Rodent Tips—A self-extracting zip file that describes how to install, activate and use the dBase Mouse Menus. The dBase IV mouse driver, written at Ashton-Tate, uses the Microsoft Mouse menus software. Includes MSDB.COM, MSDB4.DEF and MSDB4.EXE. File MSDB4.EXE (29,312 bytes) in Library 4 (dBase IV & Runtime).

EDUCATION FORUM
(GO EDFORUM)
Drill Till You Drop—Study Buddy, a program for MS-DOS computers that provides drill practice for students. The program allows you to fire questions until all of the responses are correct. File STUDY.ARC (200,576 bytes) in Library 2 (Software).

FLORIDA FORUM
(GO FLORIDA)
Mermaid Maker Speaks—Transcript of an interview with Glen Keane, directing animator of Disney's *The Little Mermaid,* and considered by many to be one of the next generation of top Disney animators. File KEANE.TXT (21,188 bytes) in library 13 (DisneyMania).

FOREIGN LANGUAGE FORUM
(GO FLEFO)
Translator Directory—A list of Foreign Language Forum users, and their language specialties, rates, equipment, education, contract information and more. File MASTER.TDB (21,300 bytes) in Library 11 (Translators).

GAMERS' FORUM
(GO GAMERS)
Faster Than Ever—Classic EAMON adventures for the IBM PC and compatibles. These text adventures have been compiled into EXE and associated files from the original BASIC for faster play and game response. File EAMON1.ZIP (179,333 bytes) is called "The Main Hall." File EAMON2.ZIP (91,553 bytes) contains the adventure "Ice Cave." File EAMON3.ZIP (100,547 bytes) is the adventure "Clone Master." File EAMON4.ZIP (74,500 bytes) contains the text adventure *Quest for Trezore.* All files are in Library 2 (Adventure Games).

GENEALOGY FORUM
(GO ROOTS)
Roots and Branches—Roots Master, a program for IBM PCs and compatibles for organizing family history information. This shareware from Robert K. Summers allows you to enter name, address, birth, marriage, death, father, mother, spouse and other information. You can then view or print names of ancestors, descendants, family groups, longevity analyses and more. Also prints worksheets that help collect family history information. File RM.ARC (174,336 bytes) in Library 3 (MS-DOS Software).

HYPERTEXT FORUM
(GO MACHYPER)
Research Assistant—This HyperCard replacement for the standard researcher's note card system enables the researcher to maintain unrelated research projects. Research Assistant was designed to have a visually pleasing HyperCard-like interface using no externals, which helps to maintain upward compatibility with future releases of HyperCard and makes it easier for users to modify the stack. File RESEAR.SIT (95,488 bytes) in Library 3 (Education).

IBM NEW USERS FORUM
(GO IBMNEW)
Friendly Assault—One of *Shareware* magazines Top 10 "Fun and Games" programs. Unlike practical joke programs that take over the DOS prompt and insult the user, this uncooperative program assaults the unsuspecting user with love, affection and passion. Harmless, frustrating fun. File LOVEDO.ZIP (92,288 bytes) in Library 6 (General Fun & Games [N]).

MACINTOSH DESIGN FORUM
(GO MACDESIGN)
Another Pretty Typeface—CarolesChunks, a decorative and intricate font for Macs. Includes a large selection of bit-map sizes for Imagewriter and the printer font for those with high resolution. File CAROLE (41,216 bytes) in Library 8 (Fonts).

MACINTOSH PRODUCTIVITY FORUM
(GO MACPRODUCT)
Debt With Pizazz—An Excel 2.2 spreadsheet for determining how much of a mortgage you qualify for. It uses the same techniques that bankers and lending institutions use to make the same determinations. File MORTQ.SIT (8,704 bytes) in Library 4 (Spreadsheets/Models).

WORDPERFECT A FORUM
(GO WPSGA)
Visual Margin Setter—File contains MARGINS.WPM, which lets you set top, bottom, right and left margins for WordPerfect 5.1 in half-inch increments. An on-screen "page" shows you how the margins will appear. File MARGIN.ARC (5,376 bytes) in Library 1 (WordPerfect 5.1).

David Peyton co-authored How to Get the Most Out of CompuServe, *now in its fourth edition. His CompuServe User ID number is 76703,244.*

AMIGA ARTS FORUM
(GO AMIGAARTS)

Animated Juggler—Twenty-four frames of ray trace pics (HAM) calculated on a standard 512K Amiga. All frames are stored in memory in compressed form and expanded as needed. You must assign MOVIE: to the disk you have the data on. File JUGLER.ARC (251,776 bytes) in Library 7 (Animations).

APPLE ENTERTAINMENT FORUM
(GO APPFUN)

Boxing Simulation—An Olympic style (three rounds) boxing game. You pick your opponents. Download and use the EXEC: command for a new file. "Boxing" will be produced when you run it from BASIC. File BOXING.EXE (3,130 bytes) in Library 2 (Apple II Games).

AQUARIA/FISH FORUM
(GO AQUAFORUM)

Filtering Help—An article from summer 1984 *SeaScope* entitled "Practical Filter Run-In Methods." File MA0030.TXT (3,955 bytes) in Library 5 (Marine Aquaria).

EDUCATION FORUM
(GO EDFORUM)

Magic Gradebook Manager—A shareware program for IBM PCs and compatibles that records grades on a screen that looks like a teacher's gradebook. Prints detailed reports in seconds. Easy to customize. Context-sensitive help screens guide you. File GRADBK.ARC (116,096 bytes) in Library 2 (Software).

GAMERS' FORUM
(GO GAMERS)

Air War—An arcade game for MS-DOS systems in which you try to destroy enemy forces before they destroy your airplane factory. File FLIGHT.ARC (21,632 bytes) in Library 11 (Flight Sim/Combat).

GOODEARTH FORUM
(GO GOODEARTH)

Gardener's Delight—A gardening program for IBM PCs and compatibles. The program offers crop heights, soil pH range, light requirements, growing seasons, spring planting dates relative to last frost date, indoor seed growing time, transplant to harvest time, seed to harvest time, weeks to harvest and when a fall crop can be planted relative to the first frost date for a wide variety of vegetables. File GDNPLN.ARC (49,235 bytes) in Library 2 (Vegetable Gardening).

HYPERTEXT FORUM
(GO MACHYPER)

HyperCard Game—*Snakes and Ladders* game for the Macintosh with HyperCard, written by Mike Foy. File SNAKES.SIT (17,152 bytes) in Library 2 (Games).

IBM APPLICATIONS FORUM
(GO IBMAPP)

Loan Scheduler—A public-domain program for IBM PCs and compatibles to compute payment, interest rate, duration or amounts for a loan or an annuity. It prints an amortization schedule and more. Use a full screen editor to insert unknowns. File AMONEY.ARC (66,120 bytes) in Library 4 (Personal Acct [A]).

IBM NEW USERS FORUM
(GO IBMNEW)

Tunnels and Pipelines—A fast-moving CGA arcade style game in which you must go through underground tunnels, capture treasure and bring it home before the snail reaches your house, all the while avoiding roller balls. This version allows joystick and cursor control. File PIPERU.EXE (7,936 bytes) in Library 6 (General Fun & Games [N]).

IBM SYSTEM/UTILITIES FORUM
(GO IBMSYS)

Batch Utilities—BATKIT, a set of shareware utilities to aid in automating batch files and menus. Includes GETKEY 5.11, which displays a prompt (line or full screen), accepts a response from the user and stores it in an environment variable or as an error level. SAVEDIR stores the current path and drive in environment variables and can change the current directory/drive. WAIT pauses batch execution for a specified length of time or until a specified time of day. File BATKIT.ARC (48,831 bytes) in Library 3 (General Utils [S]).

GENEALOGY FORUM
(GO ROOTS)

European Ancestry—A brief text file containing Eastern and Northern European ancestry information. An extract from a magazine article concerning information available about German, Polish, Russian and other country's citizens who departed from the port of Hamburg for the New World. File EURO.ANC (1,347 bytes) in Library 6 (Text Files).

MACINTOSH ENTERTAINMENT FORUM
(GO MACFUN)

MacMoose—Zippy, a Talking Moose-like program for the Macintosh. Requires the Macintalk speech driver and runs in background under Multifinder. Zippy is completely configurable. You can make him look like a moose or whatever, change what he says and when he appears. A free program from BIAP Systems. File ZIPPY.SIT (22,144 bytes) in Library 2 (Arcade/Action Games).

OLDIES BUT GOODIES

by David Peyton

Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum administrators or by the number of downloads each file has received.

PHOTOGRAPHY FORUM
(GO PHOTOFORUM)

Photographer's Assistant—Program for IBM PCs and compatibles that offers a group of utilities to produce depth of field charts, required parameters for desired depth of field criteria, calculate composite guide numbers for using dissimilar flash units together and produce a table of various guide numbers for single electronic flash units. All charts and outputs produced can be printed. File PHOTAS.ARC (70,144 bytes) in Library 16 (Computer Software).

TANDY PROFESSIONAL FORUM
(GO TRS80PRO)

Electronic Eight Ball—PCPool, a CGA graphics game for IBM PCs and compatibles that allows you to play pool against Minnesota Fats. Online directions available via function keys. File PCPOOL.ARC (38,912 bytes) in Library 6 (MS-DOS Applications).

TEXAS INSTRUMENTS FORUM
(GO TIFORUM)

TI Archiver—An archiver for packing and unpacking all types of normal TI-99 4A disk files except Pascal disks and Forth screens. Features "Pack all files?" option, TI, CorComp and Myarc disk controller compatibility, automatic FAST-TERM—4A/TALK compatibility, selective (single file) unpacking if desired, a 12.5K buffer for better disk activity and more. File ARCHIV.ER (7,808 bytes) in Library 2 (99 BASIC/XBASIC).

CompuService

If you've ever wondered what makes CompuServe customer support so good, you're about to find out. If you think impeccable service is extinct, think again. And read on.

At first glance, working in a place like this may appear to some as an Olympian punishment akin to dipping out Lake Okeechobee with a slotted spoon or selling memberships to a Tabasco frequent-buyer's club. To those of us who despise a single jangling telephone on our desk, this place—where 25 lines infuse phone banks that ring more than 1,500 times every day—may look like a Hieronymus Bosch painting come to life.

To members of the CompuServe Information Service, "this place" is called Customer Service, and it's where thousands turn every day for answers after the umpteenth read-through on a users manual draws a blank or when the oddball communications protocol simply refuses to "shake hands" with CompuServe.

The men and women who doggedly answer the always-ringing phones and patiently respond to the same questions again and again are CompuServe's Customer Service representatives. To them, "this place" on the third floor of Building Four of CompuServe's Columbus complex is home. What's more—and can you believe this?—
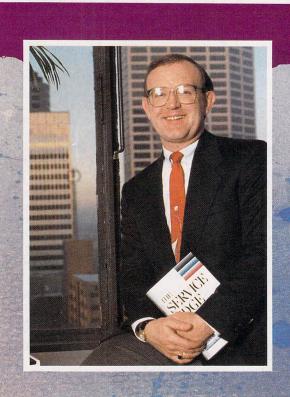
they actually *like* it. And, as many CompuServe users will attest, it certainly shows.

"These people are good at keeping promises. They quickly get back to customers with answers. They have a ton of patience, they are good problem-solvers and they can deliver their often-complicated explanations at a technical level appropriate to individual customers," says Ron Zemke. And Ron Zemke is a man who should know: he's co-author of *The Service Edge: 101 Companies that Profit from Customer Care.* Zemke and his partner Dick Schaaf chose CompuServe from among hundreds of American companies in 20 industries as one of the best at giving customers what they want. CompuServe was one of only three communications companies so honored. "I really admire these folks who can sit in Columbus and solve problems for people half a world away," says Zemke.

The Right People

To many consumers in 1990, it's beginning to seem as though finding good service from workers who truly understand their company's product is almost like trying to find a communist in Eastern Europe. We've all had those experiences: supermarket

by Gayle Brown, Christopher Galvin and Carole Houze Gerber

> "These people are good at keeping promises. They get back to customers quickly with answers. They have a ton of patience, they are good problem-solvers and they can deliver their often complicated explanations at a technical level appropriate to individual customers."
>
> **Ron Zemke**
> *Co-author of* The Service Edge

checkout personnel with too much makeup and too few manners (and no inkling of how to take 10 percent off coupon items); garden store employees who don't know a begonia from a Buick hubcap; restaurant servers who don't.

Many corporations have tunnel vision when it comes to staffing and training their front-line employees. Unwilling to invest in quality training and support, they instead offer only superficial training in telephone politeness, say William H. Davidow and Bro Uttal in their book *Total Customer Service: The Ultimate Weapon* (1989, Harper & Row).

Other industry experts agree that many managers take a narrow view of service as a valuable commodity. Consequently, the person most likely to greet the public is the person least likely to have the knowledge or the power to solve a customer's problem.

Not so at CompuServe, says Zemke. "Well-trained representatives have customer information at their fingertips and are trained to give technical advice, recommend products, correct customer records and fix billing problems. If a rep doesn't know the answer to a problem right away, he or she will go duplicate the problem, figure it out and call the customer back."

Customer Service Director Margaret Cook confirms what Zemke already knows and what more CompuServe members find out every day when they call with a problem or a question: "We hire only intelligent, outgoing, patient people. In addition to providing in-depth technical training, we place tremendous emphasis on communication skills. We spend a lot of time teaching our reps how to be sure that the customer has everything he or she needs."

Fledgling representatives spend considerable time in "boot camp" with an experienced rep learning the nuances of the Information Service before picking up the phone. They also spend time answering the 300 or so Feedback questions members leave online each day, working out solutions to complex problems and learning about new products and procedures. Experienced reps usually specialize in one area of interest on the service and handle the most technical of queries for that subject.

Because of the variety and constant change on CompuServe's system, even experienced reps can never know it all. Short course self-study modules on billing and most product areas help keep the department's 65 reps up to speed. "All of our reps are cross-trained in all areas," says Cook. "But some become specialists in certain subject areas and take the lead in handling those customer inquiries."

Holding down the front lines as a representative seems to be the Last Word in communication skills. In addition to handling problem-solving with customers by phone and online Feedback messages, reps keep up on system glitches by comparing notes with each other via staff meetings, a newsletter and bulletin boards (both printed and electronic), and follow up on suggestions and "action requests" with supervisors and others empowered to fix the snafus customers stumble over.

Not only are CompuServe reps intelligent and well-trained, they're instilled with a deep awareness of their crucial role in the company and their special relationship to its customers. Says Customer Service Supervisor John Muehlheim: "When members talk to a representative, they think that rep is the living embodiment of CompuServe. They think we're (CompuServe CEO) Charlie McCall and everyone all the way down. How much you help them—that's what they'll remember."

The range of customers' experience and the amount of help they require is wide indeed, according to veteran rep Kirk Wasmus, and it keeps all reps walking a tightrope. "Some customers have just pulled their first computer from the box; others are 20-year programmers who have ideas about rewriting CompuServe's mainframe software for the better. You have to size up the caller and deal with him or her at that level. You can't insult someone who knows what he's doing, and you don't want to rattle off a bunch of technical knowledge to someone

who isn't going to understand."

Although Customer Service representatives receive plenty of challenging calls, Cook says that nearly half relate to questions about access nodes and billing.

Cook stresses that reps cheerfully respond to all questions (although waiting time to speak with a rep may be around three minutes), and that reps are not on duty 24 hours a day ("live" Customer Service hours are 8 a.m. to midnight Eastern Time on weekdays and noon to 10 p.m. weekends).

"There are faster ways to get answers online to billing and access node information," Cook explains. "Our members quickly become accustomed to using online services to find all types of information. The fact that there is no charge for taking these matters into their own hands provides an added incentive" (see "How to Be a Tough Customer" on page 20 and "Freebies" on page 21 or type GO FREE next time you're online).

Whether the questions are easy or hard, customers do recognize the exceptional degree of dedication shown by CompuServe Customer Service reps and often try to return the favor. Grateful members have been known to send thank-you notes, flowers, show tickets and invitations to visit to those who guided them through a technical snag. Says Rep Dale Bagwell, "When somebody's sitting there and has a problem, and you come in and shed some light, that person really appreciates it. I think you see that in our feedback. A man in Switzerland sends me feedback all the time, sometimes just to talk when he's snowed in."
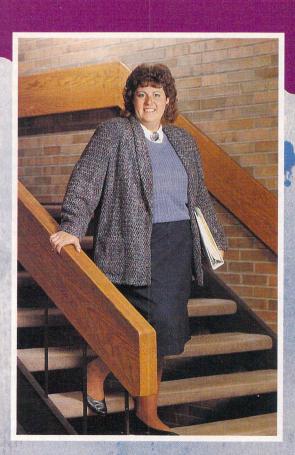
The Right Equipment

CompuServe reps are well-equipped inside *and* out when it comes to helping an inquiring mind understand. As one rep puts

"We hire only intelligent, outgoing, patient people. In addition to providing in-depth technical training, we place tremendous emphasis on communication skills. We spend a lot of time teaching our reps how to be sure that the customer has everything he or she needs."

Margaret Cook
Customer Service Director

THOS. HOGAN

it, "It's not knowing everything. It's knowing where to *get* everything." Here, the reps' best helpers are computer-based workstations. Housed within quiet, soft-walled cubicles, these modern workstations supply multimedia access to a wide array of information—information that helps the rep dispense with technical formalities and get down to the business of solving the problem at hand.

The most recent weapon in CompuServe's arsenal against the dreaded "long, muzaky hold" is a new front-end, automated answering system.

"Most Customer Service calls are from newcomers to the Information Service who want answers to a few easy-to-answer questions," says Customer Service Manager Susan Wylie. These members want to get this information and get off the phone fast. The answer to this demand was an automated phone system called APSECT CallCenter. The ASPECT system frees representatives to answer the more complex questions (for details, see "How to Be a Tough Customer" on page 20).

"We now have recorded messages that answer these basic questions, so customers can receive this information without waiting for a representative," says Wylie. Technical questions are forwarded to "live" reps, who can then devote more time to solving that member's problem. Customers who prefer to speak directly to a rep may choose that option at any time during the recording.

"ASPECT is top of the line—the best system that money can buy," says Wylie. Other companies that handle big volumes of customer inquiries, such as Nintendo and Microsoft, also have the ASPECT phone system. "It is specifically designed for companies that have large sales and service centers," says Wylie.

In addition to the voice-response unit that answers and routes calls, its "call center" tracks call lengths and number of calls per day, stores representative scheduling, produces customized reports and performs other departmental tasks. "All of this means we have more people free to do better work for customers," says Wylie.

Future developments with ASPECT include having members enter their User ID number with a Touch-Tone phone keypad and automatically provide the representative with the caller's user profile on a computer screen.

"Soon, the rep will be able to read the name from the screen and say "Hello Mr. Smith. How may I help you?" This will cut down on the length of the phone calls because reps won't have to ask for this information before they can proceed," says Wylie.

"On the average, we handled 1,450 more calls per day during the first week ASPECT was operating," says Roxanne Rentenberg, Customer Service supervisor. "More than 550 of those calls were answered by the ASPECT system, without rolling over to a representative."

Meet a Real 'Phony'

Customer Service Rep Kathryn Woods: Is she for real?

Callers who are routed to the 20-year-old Columbus College of Art and Design student think they're still talking to the machine. "I have to remember to pause or cough during the calls, so they know it's really me," she says.

Accompanied by her pet Black Molly, "Kang" (it's a fish), Woods, one of the recorded "Voices of CompuServe" in the introduction to the ASPECT phone system, has been helping CompuServe customers through their trials and tribulations for two years. "The night shift is a more casual atmosphere, but we're still formal on the phone," she says.

Woods encourages subscribers to use the 800 number when all else has failed. "If you have absolutely no idea where something is or where to look, don't get frustrated and spend 20 minutes zipping around the service without a clue. Call. The only stupid question is one that isn't asked."

As one who tends to "think of things in the larger sense," she attributes her deep friendships with others online to the multiplicity of the membership. "It's not a service where you have access only to people from big cities in the United States. We've got people online from Germany, England, Japan and South America. Diversity keeps you open-minded; it fights things like ethnocentrism. Maybe that sounds cosmic, but you're less likely to harbor resentment or have stereotypes of people when you've actually talked to them.

"Humans are visually oriented beings," she says. "But CompuServe bypasses visual identification, and lets you judge others by what they think and say. Without those kinds of relationships, I think we're in a lot of trouble."

Callers meet up with some real 'live' service: Woods

THOS. HOGAN

Rentenberg says the system can grow to handle the increasing number of CompuServe members. "With new phones, new monitors, trend analysis capabilities, and customized reporting and scheduling, we can get to more information faster. For the customer, this means less time waiting on hold. For us, it means more efficient use of each representative's talent."

The 'Right Stuff'

Even with considerable technical support from high-tech workstations and systems such as ASPECT, a Customer Service rep's job is far from easy. Some executives at CompuServe freely admit it's the toughest job in the company, in many ways exceeding the demands of their own jobs. "It's a very difficult job. But it's a critical one and it's

imperative we do the best possible job in giving customers what they need," says Cook.

And what do customers need?

"Customer service" is often defined as whatever enhances customer satisfaction. "Usually what customers want is not unreasonable," says Ron Zemke. "Small things often make a difference to customer satisfaction. For example, customers may tell a company they hate talking to voice mail and want the option of talking to a human sometimes. This isn't too tough to implement. Giving customers choices is very important," stresses Zemke.

Discovering what customers really want, however, is a never-ending process. As a result, CompuServe steadfastly observes the

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first rule of sound management and customer relations: get out and rub elbows with the people who use your product and find out what they want.

"Basically, our members want personalized help," says Mary Kay Fenner, CompuServe's manager of marketing research, planning and analysis. "They don't want canned answers, and they want to feel that the person on the other end of the phone is knowledgeable." Fenner conducts formal surveys of customer needs online and by mail, and spends time with randomly selected focus groups.

"Our advisory groups are selected by ZIP code from five geographic areas: Boston, Chicago, Columbus, San Francisco and Tampa," says Fenner. She and Marketing Research

It All Began with Two Tin Cans and a String...

CompuServe's Customer Service has come a long way since the days when two or three people grabbed whatever phones were ringing and told callers to "please hold."

Dixie Stevenson, now a database project coordinator, remembers being thrown into the fracas with only an informally prepared notebook and best wishes. "It's a lot more structured now. Back then, if you couldn't help someone right away, you'd go do some investigative work with the programmers the next day. Or you'd hang around their casual conversations and pick things up that way. You had to be that quick about it."

"What was it like?" Kirk Wasmus, the second Customer Service rep hired and still one today, laughs and says, "Not nearly as well-organized. We didn't have the workstations we do now, so we used pieces of paper. When a customer called, we wrote out the problem and sent it off to another department. A lot of what we did was winging it."

Although the questions from subscribers haven't changed much ("How do I get online?") in nearly a decade, the answers have become more substantial. Recalls John Muehlheim: "There was a time when we would tell the member 'Go to that forum or this manual,' and that would be our instructions."

Says Wasmus, "There were very exacting criteria that the members had to fit into. The customer wanted something done, and we didn't always have the latitude to do it. Now reps can approach the problems more positively, from a let-me-see-what-I-can-do-for-you attitude."

Automation empowered the reps. "Before we built the workstations, simple things such as Feedback messages were printed

A service revolution: Stevenson, Wasmus

on green bar paper and processed by hand," says Barry Berkov, senior vice president of Business Support and Development. "It got to the point where the reps just could not keep up." The confusion of reps carrying around countless slips of paper and hand-marking listings before responding to a customer—sometimes weeks after the Feedback message had been received—prompted Berkov and others to build the Feedback control system.

Now the department regularly meets or beats its targeted goals of answering 85 percent of all Feedback messages within 48 hours. "That was unheard of six years ago," says Berkov.

Other technological improvements help the department keep up with the expanding customer base. "Things change so fast and furiously around here that we need to get the reps' hands on as much information as we can, as fast as we can," says Berkov. The department has upgraded its phone system twice and improved the reps' workstations countless times. Berkov and Margaret Cook, Customer Service director, also decided they needed a specific type of employee in Customer Service.

"We needed people who could catch on quickly," says Berkov. "People who were seeking a structured environment were not going to last." They revamped their vision of the Customer Service representative from clerical help staff to the lifeline of the Information Service.

Today's reps are confident, knowledgeable people who are as active on the service as the members, says Berkov. "When a rep says 'I'll take care of that for you personally,' you can be sure he or she has the resources and the know-how to do it."

Analyst Mary Morgan Pugh meet with each group twice a year to discuss members' likes and dislikes about the Information Service and related products. The groups continue such discussions in a private forum online. Pugh moderates the Advisory Forum, posting new queries and collecting responses. "We also do quantitative survey research to track customer opinions," says Fenner. "Every member has input here."

Particularly in the information service business, it's important to soften what *Total Customer Service* authors Davidow and Uttal call "the tyranny of technology." People want to feel empowered, not enslaved, by new technology and it's vital that companies such as CompuServe provide what Fenner calls "personalized help," and *Megatrends* author John Naisbitt terms "high touch" to offset "high tech" coldness.
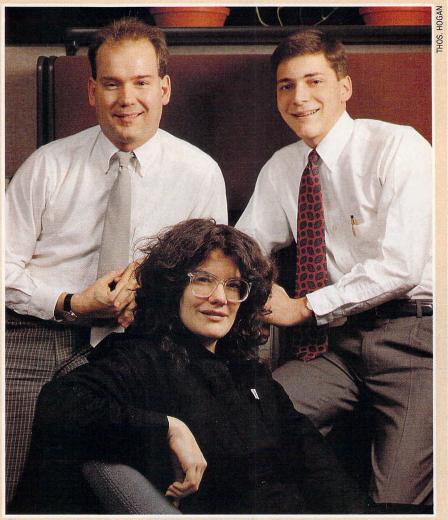
The affable, well-trained service rep is CompuServe's front line in the war against techno-freeze, but the company doesn't stop with traditional customer service. Says Cook: "CompuServe Customer Service is more than a rep on the telephone. It encompasses all our free support services, databases and publications such as *CompuServe Magazine*. Members who've expanded their use of Customer Service to include all these free services are invariably happy with the flexibility and freedom they achieve as a result."

To be sure, CompuServe—like any other company—makes some mistakes along the way, and some customers may have had an unhappy experience at one time or another. The difference seems to be that every effort is made to correct mistakes when someone at the company is made aware of them.

As Zemke says in his book, conventional wisdom might suggest that these days, service in America stinks. We're all doomed to be served by a growing sector of poorly trained and unmotivated illiterates, half-wits and New Age rocket scientists who have been plugged into their Sony Walkmans a little too long. To that Zemke replies: "Not always. Not everywhere. And not necessarily." Certainly not at CompuServe.

Editor's Note: We want to hear from you. Tell us how CompuServe can improve service for you. Send a message to Customer Service via Feedback (GO FEEDBACK, no connect charge). To send a message to CompuServe Magazine editors, type GO OLT-30 or send e-mail to the Editor in care of User ID 70003,1372.

They're the real thing: Customer Service reps Beahn, Woods, Dickson

The Voices of CompuServe

The well-modulated recordings that members hear when they call Customer Service or Telephone Sales and Inquiry belong to CompuServe reps, not professional announcers.

How were the "Voices of CompuServe" chosen?

"Roxanne Rentenberg, another supervisor, and I selected semi-finalists from the monitored calls we make each month." says Kathleen Towslee, Customer Service supervisor. Each representative is monitored to ensure the quality of assistance each member received.
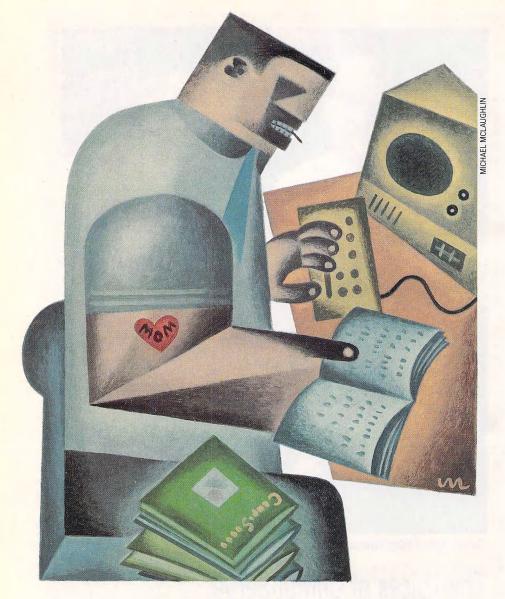
They were looking for certain types of voices—professional, *thirtysomething* voices that would embody the CompuServe image for members who must deal with a disembodied voice over the phone. "We wanted two male voices and one female voice for variety," says Towslee. "That way we could move the voices around on the call menus so the recordings wouldn't sound monotonous."

The reps recorded a series of instructions that invite callers to use their Touch Tone phones to navigate a series of recorded menus. "Callers can listen to these hints and tips and have their questions answered before they even speak to a rep," she says.

One representative was a unanimous choice. "Dave Beahn's voice is recognized by many callers," says Towslee. "He was one of the first reps to make a habit of greeting callers with 'Thank you for calling CompuServe Customer Service'."

They also selected Kathryn Woods, a part-time rep who works evenings, and Andy Dickson, another part-time rep who works during the day.

"Now I sometimes get callers, after they've listened to some of the recorded help files, who say, 'Hey, are you real or are you a machine?' " says Woods. "I tell them CompuServe technology allows me to be both. They love it."

MICHAEL MCLAUGHLIN

CM Tips on How to Be a 'Tough Customer'

CompuServe Customer Service reps are pretty good at what they do. In fact, they actually *boast* about how good they are—can you imagine that? Consequently, it seems to *CM* editors that your chief objective, as a customer, should be to try to stump these reps and show them who's boss.

Now, to be a Tough Customer, you have to know all the easy stuff first. If you read on, we'll show you exactly where to get all the answers to the most common questions. Once you have the basics, you can save all the really complicated, thorny and technical questions for the rep unfortunate enough to answer your call—a dreaded call from the well-prepared Tough Customer.

▶ **Start with the online Q&A database** (GO QUESTIONS) for answers. It contains hundreds of answers to general questions about log-on procedures, products, electronic mail, terminal settings—solu-

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tions to all the most common problems—organized into 14 logical categories. Feedback is also accessible through this menu. If you don't quickly find an answer in the Q&A database, the next step is to post your question in Feedback. This is one of the Tough Customer's most valuable resources.

▶ **If you're new to CompuServe** and need to find the nearest access node, check under the heading "CompuServe Network Access Numbers" in your *CompuServe Introductory Membership Booklet* first. If you don't live near any of the major cities listed, use your modem to dial 1-800/FINDCIS to link into an online database of local access numbers. This toll-free database can be accessed from any speed modem (see Fact Box on page 16). Members who already know how to get online via

their nearest node may want to check access numbers for other areas. To check access numbers after logging onto CompuServe, type GO PHONES at any prompt. Access node information is also available through ASPECT, the new voice-response system (see page 21).

▶ **Take the one-day CompuServe-approved training course**, "CompuServe Made Easy," offered in 37 US cities by Mentor Technologies. A self-study workbook is also available. For details, type GO MENTOR. Information about the course is free of connect charges.

▶ **Check your documentation** so you'll know the limitations of your hardware and software. When needed, reps can offer advice and support for CompuServe Information Manager, VIDTEX, Professional Connection and its related software products and for other major commercial programs such as ProComm.

▶ **If you have a forum question**, post a message to the forum administrator or "sysop" first (leave your message on the forum bulletin board to *SYSOP). They're the experts.

▶ **For billing information**, simply type GO CHARGES at any prompt for an explanation of any or all of the following: billing period, account balance, billing history, current activity and previous activity. Download a copy for yourself before calling Customer Service so you and the rep are both working from the same information. If you don't need an immediate answer, leave your question online in Feedback (GO FEEDBACK), You will receive an answer through CompuServe Mail. For details about the procedure for submitting requests for changing billing errors, type GO BILNIF.

▶ **To change your billing address**, type GO ADDRESS. To change your billing option from electronic funds transfer to a credit card or vice versa, type GO BILOPT. Both these capabilities are also accessible by typing GO PROFILE. (You also can change your password here and change the way information is displayed on your screen.) To check current rates for connect time, communication surcharges and surcharged services such as the Executive Option, type GO RATES.

▶ **Use ASPECT.** When you call Customer Service, your question likely will be answered by the new ASPECT voice-response call center before a rep gets to you. By following voice instructions from AS-

PECT, a state-of-the-art hardware system that manages inbound calls, you can now quickly get answers for routine questions by pressing 1 after the "welcome" message:

Press 1 for the nearest local access phone number.

Press 2 to receive detailed log-on instructions.

Press 3 to hear the latest rate information.

Press 4 to report network problems.

Many other subtopics branch from the first four choices in the tree-structure of ASPECT's menu-driven system (see accompanying chart).

Voice directions for each procedure walk you through the remainder of the process of pressing the correct Touch-Tone telephone keys after their initial selections are made. ASPECT does not work with rotary phones but will instead connect you to a rep.

If your question is answered by ASPECT, don't worry about politely hanging around to tell a rep the good news. Just hang up. The reps may be relieved not to have to deal with a Tough Customer like you anyway. ◄

ASPECT CallCenter Diagram

```
              Access #    Sales     Speak to Rep
              1 Phone #              1 Signup
              2 Log-on              2 Software
              3 Rates               3 Other
              4 Report Problem
              5 Support Rep

                               General
                               1 CompuServe Mail
              Signup             1 Fax
              1 Signup list      2 Telex
              2 Machine Setup    3 Postal
              3 Rates            4 Other
                               2 Forums
                               3 Free Sves/FBK
                               4 Review chgs

              Software
              1 New Software
                (i.e. CompuServe Infor-
                mation Manager)
              2 How to Transfer Files
              3 Troubleshooting
                Transfers
```

More Membership Support Freebies

CompuServe provides an online Welcome Wagon that's brimming with other freebies (communication surcharges are still in effect). Access to these member assistance services is covered by the monthly $1.50 service fee. To look them over and try them out, type GO FREE at any prompt. As you explore, remember that all services whose connect charges are waived are clearly marked (FREE).

Find a Topic: Because most subjects addressed on CompuServe branch into subtopics and sometimes sub-subtopics, often the quickest way to find what you need is to go to the Subject Index (GO INDEX). To use, simply enter a word that describes your topic and the system will display all forums, databases and other features that relate to the topic.

Review Log-on: If logging on is throwing you for a loop, don't give up! To get past that first hurdle, type GO LOGON for a free review of log-on procedures.

Change Your Password: The best way to protect your password—besides keeping it to yourself, of course—is to change it regularly. To accomplish this quickly, type GO PASSWORD and follow the online prompts. If you suspect someone is using your password, call Customer Service im-

mediately.

Practice Forum: Another fabulous freebie is the Practice Forum (GO PRACTICE), where you can practice handling files and messages before trying your skills in the forum or forums of your choice. Descriptions of many forums are contained in its library files.

Find a Member: If you want to leave a message for someone but don't know the User ID number, consult the Member Directory (GO DIRECTORY), a free database of subscriber names. All new subscribers are given the option of having their names and User ID numbers—along with their cities and states for further identification—placed in the Member Directory. If you later change your mind, select Option 4, "Include/Exclude This User ID," and follow the prompts.

Place an Order: To take a free peek at the prices for software, documentation, books and other items available through CompuServe, type GO ORDER at any prompt.

Get Help: Online help is available at nearly every turn. Type HELP when you hit a glitch, and you'll receive an explanation of the current command you are attempting to use.

▼　　▼　　▼

Information Providers Who Serve Well

CompuServe's Information Providers (IPs) also believe that offering prompt and excellent service is important. Most services, such as the forums and research and news databases provided by these outside vendors, include a message function for members to ask questions as well as to place orders. In the forums, help facilities are listed as options in their main menus. Often, you'll find the answers here. If not, leave a message for the forum administrator.

Some IPs, such as AT&T, IQuest and the Official Airline Guide Electronic Travel Service, provide even more comprehensive services—and they're free for the asking.

AT&T Toll-Free Directory: To find toll-free phone numbers for businesses in the United States and Canada, proceed to the AT&T Toll-free Online Directory (GO ATT), which contains more than 300,000 toll-free numbers. You can view as many numbers in as many categories as you wish. Another benefit of particular interest to poor spellers or to those who can't recall the exact name of the business they need is that you need type in only the first

few letters in the name. The database searches the names of companies beginning with those letters and displays all of them.

IQuest 'SOS': If you get stuck while conducting a search on IQuest (GO IQUEST), a surcharged service offering access to more than 850 databases, type SOS at the IQuest —› prompt. In response to your electronic cry for help, you'll receive immediate online advice from a research professional. You can ask for help on virtually any search-related topic, including choosing a database, creating a search and interpreting results.

OAG's Help Desk: The 21 databases listed under the Official Airline Guide's main menu cover travel from A (All Cruise Travel) to Z (ZapoDel's Adventure Atlas). Type GO OAG to see the full listing. The surcharge to access the databases is $10 per hour between 7 p.m. and 8 a.m., and $28 per hour between 8 a.m. and 7 p.m. The clock stops, however, when you access OAG's online Help Desk or Suggestion Box to leave a message. For immediate live help, type /I for online advice from OAG's Information and Assistance Service.

by Ernest E. Mau

Omigod!

> **The anguished cry goes up when your system crashes and it's too late. Act now, save trouble later.**

When using a computer, there's nothing so chilling as a disk crash. Whether a hard disk, removable cartridge or diskette drive, a serious crash is akin to a computer lobotomy, rendering precious program and data files— and possibly the computer itself— useless.

Even experienced users can be dazed by the prospect of lost work, lost time and staggering repair bills.

Of course, there are degrees. A mild crash may amount to no more than having a corrupted file or directory and being unable to get at a few programs or data files therein. More serious (but not necessarily disabling) "soft crashes" wipe out greater numbers of files and possibly even the boot tracks, but leave the hardware operating and available for recovery of unaffected files.

"Hard crashes" are the real disasters. Although not as frequent as soft crashes, they can destroy many files and often are caused by physical damage to drive mechanisms or media. Aside from data and program losses, hard crashes often mean costly repairs or replacement of hardware or media, and the entire computer may be disabled for the duration.

Symptoms of disk crashes are varied and often machine dependent. File corruption may show up merely as intermittent "disk read" or "disk write" error messages when working within an application, copying files or changing media. Although such error messages may indicate something more serious, they frequently do not extend beyond immediate loss of a few files or data generated since the last save-to-disk operation. With removable media, simply ejecting and reinserting a disk or cartridge can fix the problem. With a hard disk, a system restart sometimes does the job.

More serious crashes involve disruption of directories, file allocation tables or other mechanisms by which the computer's operating system tracks file placement and location. Common symptoms include read or write errors, messages stating that the disk is unreadable, inability to load or mount a disk, outright disk rejection, inability to access directories or folders, and a computer's failure to "boot" or start. If you're an experienced computerist, these problems sometimes can be remedied by running special disk-repair and data-recovery programs. But it's usually best to reformat the questionable disk, test its surface for defects and restore its contents from backups.

Then there's the sound of mechanical failure. Drives should whirr or hum with consistent, recognizable sounds when idle and when accessed. They should not squeal, clunk, crunch, rattle or chatter. Unusual sounds, including tortured screams like grinding metal on metal, demand immediate attention and system shutdown. Continued use of a damaged or suspect drive that makes odd noises can only increase both physical damage and file losses to the point where the drive, media and data all may be total losses.

Causes of disk crashes are equally varied. A drive can be defective right out of the box. I got a bad 40MB hard disk when I bought a new computer a year ago. Before it was officially recalled for modification, the dealer denied there were problems while I experienced everything from computer start-up failures to extensive file losses.

Power interruptions during write operations can disrupt directories and damage file pointers. Viral infections can destroy data and directories. Defective media can fail or contaminate drive heads. Operator errors such as resetting a computer during disk activity or accidentally reformatting an entire disk can wipe out massive amounts of data. Even normal wear can lead to drive mechanism or media failure. And then there

are the nameless poltergeists who take up residence in computers and wreak havoc on drives for no apparent reason.

Minimizing Your Losses

No matter what the cause of a crash or the media involved, it is important to take steps to minimize storage losses. Hardware repairs may be costly, but not as costly as losing programs and data. Data files are most crucial because of the work and time that go into creating them; programs usually can be restored from their original diskettes.

Basically, there are two considerations: remedial and preventive. Facilities for both are necessary to any computer installation, but remedial procedures are the least reliable and require the most expertise. Preventive measures can be further divided into crash prevention (or moderation) and safety measures.

Remedial procedures hinge on software packages that recover damaged or inaccessible files from crashed disks. For example, many computers can use programs designed to recover accidentally erased files or whole disks that have been inadvertently reformatted. They work because the computers only clear directories or "flag" directory entries while reformatting. When the files are left alone until overwritten by new data, they often can be recovered by resetting flags or by restoring directory information from a spare copy kept separately by the recovery program.

Still other programs can rebuild files and directories by piecing together information remaining after a reformat or crash. Automated file-recovery programs often are effi-

cient for getting back lost information. Yet serious disk or file damage may not permit automated recovery, and many recovery programs provide manual procedures for examining disk storage and reassembling files piecemeal. However, only people with considerable expertise should attempt this. It's possible to make matters worse, so manual file recovery must be a last resort.

Recovery programs are not equal. I recently had an important archival diskette go bad on a Macintosh IIcx. The computer rejected it and said it needed reformatting; no files could be accessed. Three expensive, commercial recovery programs failed. In desper-

ation, I downloaded a "shareware" utility called Floppy Fixer from CompuServe's Macintosh Productivity Forum (GO MACPRODUCT, file FLOPPY.SIT in Library 7), and it recovered every file effortlessly.

Although that worked, reliance on file recovery is iffy at best. It's better to take preventive steps starting with minimizing the chances of a disk crash. One technique I've used for years has been to minimize the strain and wear on a drive by making it do as little work as possible. So I use disk caching that holds the most recently read data in RAM and reduces drive activity while the data are manipulated (RAM disks also work).

I "optimize" fixed disks and removable cartridges every week, defragmenting storage so drive heads read and write contiguous files with minimal motion. Many commercial optimizers for Macintosh and IBM-compatible computers have surface testing functions that exercise storage areas more thoroughly than tests built into or accompanying computers and drives. A good program can also move data from questionable storage areas to "safe" locations on a disk, locking out bad or marginal storage so the computer cannot use it (Macintosh computers do not seem capable of doing that). Used routinely, such programs have picked up many potential problems, so I run disk surface verifications with each weekly disk optimization.

Yet no preventive steps eliminate the need for effective backup routines.

Disk Backup

Regardless of the medium, good disk backup and restore software is a necessity. That means acquiring a package other than what normally accompanies a hard disk or a computer's operating system. Hard disk backup programs provided with most operating systems are crude and sluggish, and they offer few options while using numerous diskettes and consuming large amounts of time.

Better programs do exist. Many are commercial products, readily available from soft-

---

A Crash Course

Computer snafus, though always frustrating, come in several severities:

MILD crashes spit out garbage from a few files and directories and deny access to some programs.

SOFT crashes dismantle more files but mercifully allow the hardware to retrieve those files unimpaired.

HARD crashes are devastating; many files are wiped out, and drives and disks may be physically damaged.

There are steps you can take to make these crashes less likely and less harmful:

► Install a power surge protector.

► Use post-crash manual file recovery software with great care.

► Utilize "disk coaching" and "optimizing" software to save wear and tear on your drive.

► Make back-up copies of disk and hard drives on a regular schedule; commercial and shareware programs make this less tiresome. See pages 24-25.

► Between major backups, copy data files into compressed archive files for safety.

► Do not backup older, copy-protected programs with their respective data files; you may lose the program.

—EEM

ware dealers. Others are free or low-cost programs downloadable from CompuServe's computer-specific forum libraries. (See box below.)

I ask five things of a backup program. It must be fast. It must be capable of read-after-write data verification to maximize accuracy and reliability. It must have error correction that rewrites data as needed to be sure the backup isn't damaged by defective media. It should provide data compression to minimize the number of backup diskettes. And, finally, it must allow differential or incremental backups that add new and changed files to backups already created,

eliminating the need to make full-disk backups every time.

With the right software in place, it's then necessary to establish a backup schedule. I do full-disk backups about once a month, and incremental or differential backups of new and changed files at least once a week. I also use a rotating backup scheme whereby two copies exist, with each new backup replacing the oldest of the two. If a backup attempt should fail or encounter unrecoverable problems, at least the files from the previous backup remain available.

Even that isn't enough. A disk crash occurring between backup dates still could

COMPUTING SERVICES

damage data added since the last backup session. So immediately after input of data files on a hard disk or cartridge, I create copies of compressed or stuffed archive files on at least one diskette. That helps keep the files safe between major hard disk backups and lets me copy and access them from another computer if necessary.

Users of older, copy-protected software may not be able to include backups, and some manufacturers of such protected software direct the user to "uninstall" their programs before attempting a disk backup. Not doing so could result in loss of the program if it was protected to limit the number of allowable disk installations.

A Byte of Prevention, a Megabyte of Cure

Reorganizing and backing up your disks and drives can be the difference between a pleasant computing experience and what Sly Stallone monosyllabically termed "Yo' wust nightmare." Sly should have it so good—there's a surplus of backup and restore software available online. The following programs are downloadable from various CompuServe forum libraries.

Amiga Tech Forum
(GO AMIGATECH)

Dillon's Version 202
Version 202 of Matt Dillon's hard disk backup program does complete or incremental backups, compressed or uncompressed, and has many options.
BACK20.ARC (Library 13)

Disk Salvage
Disk Salvage 1.42 recovers files from corrupted hard disks and diskettes; can format disk during program operation.
DSAL42.LZH (Library 14)

Backup and Restore
Simple hard disk backup and restore program runs in the background and recreates directory structure of the source drive.
HDB.ARC (Library 13)

TurboBackup
TurboBackup supports four disk drives and is reputed to be a very fast backup program; includes verification; destination copy is identical to source disk.
TURBOB.ARC (Library 13)

Apple II and III Productivity Forum
(GO APPRODUCT)

Back-Rest
Back-Rest is a shareware backup utility for multiple users of IIgs systems.
BACKRE.BXY (Library 8)

ProSel Backup/Restore
ProSel Backup/Restore Program 3.4 has verification, smart insertion and 3.5-inch

diskette formatting with 2:1 interleave; encrypted file is for ProSel owners only.
BACKUP.BNY (Library 7)

BatchBack
BatchBack is a shareware batch- or script-oriented ProDOS backup program that has file selection, deletion, renaming, cataloging and more. **BBACK.BQY (Library 7)**

ProSel Diskette Counter
Program calculates number of diskettes needed by ProSel backup program before running backup.
BKPCHE.BNY (Library 7)

DBack for Large Drives
DBACK 2.0v1 incremental/differential large-drive backup utility geared to 3.5-inch and larger drives.
DBACK.BXY (Library 7)

ProSel-16
ProSel-16 version 8.42 (for registered owners only) reportedly has the capability of optimizing, repairing and backing up hard disks; encrypted file is usable by ProSel-16 owners only.
PROSEL.BXY (Library 8)

ProSel Recover Program
ProSel Recover Program allows access to files on backup disks; encrypted file is usable by ProSel owners only.
RECOVR.EXE (Library 7)

Atari ST Productivity Forum
(GO ATARIPRO)

Utility Backup
Utility backs up a hard disk using ARC.TTP to save diskette space.
ARCBAK.ARC (Library 4)

File System Creator
Utility creates file system matching hard disk partition using multiple diskettes.
BACKUP.ARC (Library 4)

Hard Disk Backup
Fast utility backs up hard disk by copying exact replica of files and folders onto diskettes; restoring files and folders only requires copying them back to the hard disk.
BACKUP.TTP (Library 4)

Cheetah File Copier
Shareware Cheetah 1.1 high-speed file copier transfers 6MB to 14MB per minute with hard disks; useful for quick file/folder copying.
CHEETA.ARC (Library 4)

CopyNew
CopyNew copies from source to destination disks if file on source doesn't exist on destination or if source version has later time/date stamp. Useful for disk-to-disk or hard drive folder-to-diskette copying but not meant for total hard disk backup.
CPYNEW.ARC (Library 4)

Meg-a-Minute Elite
Dave Small's Meg-a-Minute Elite backup utility source files; for exclusive use of Atari Forum members.
MEGMIN.ARC (Library 4)

Magic Shadow Archiver
Shareware Magic Shadow Archiver archives disks onto hard drives as files and restores the files back to disk.
MSHADO.ARC (Library 4)

Drive Backup
Utility handles simple full or incremental backup of Atari ST GEMDOS drive to one or more diskettes.
SBACKU.TTP (Library 4)

Turtle Back Up
Turtle Back Up is ATARIPRO's most popular hard disk backup and restore program; can save configuration options.
TURTLE.ARC (Library 4)

Even if programs aren't copy protected, many users may find it more convenient not to include them in backups. After all, the original distribution diskettes remain available and can be reinstalled from scratch. What's important is that data files created and used by those programs survive, so those are the files that must be backed up.

Exceptions are programs customized or internally altered in some way. On MS-DOS computers, for example, Microsoft Windows and programs running under it are interwoven, with each installed application making specific changes to a file in the Windows directory. Reinstalling all those programs and reconstructing the Windows environ-ment can be a huge task, so all that material should be backed up, not skipped.

Many Macintosh programs make signifi-cant changes to a "system folder" that sets up the working environment, and many Macintosh users go to great lengths to install sounds, custom fonts, control panel devices, inits and desk accessories. Again, reinstall-ing all software and system modifications from scratch can be a huge job, so it is best to include the system folder and everything from programs to data files in all hard disk backups.

Keep in mind, however, that every com-puter user develops his or her own approach to making backups. The scheme and soft-ware that work well for one user or one computer may not work as well for another.

Hard disks and other mass storage de-vices have been both a blessing and a curse. On one hand, they increase program and data storage space, giving us more comput-ing power than we could have without the disks. On the other hand, we can't escape the work, time and money that must go into managing, maintaining and safeguarding their contents.

Ernest E. Mau, a full-time, free-lance writer and Compu-Serve Magazine *reviews editor, is based in Aurora, Colo. He is the author of several books and more than 500 articles on microcomputer products and applications.*

Any-language Backup
Shareware utility for programmers creates full or incremental backups of selected file types for any language, resources and more. Creates date-encoded directory as audit record of changes and versions.
VERSYS.ARC (Library 4)

Color Computer Forum
(GO COCO)

CoCo 3 Disk Zapper
CoCo 3 disk zapper utility with instruc-tions in a "help" screen that can be called up at any time.
DSKZAP.BIN (Library 11)

IBM PC Hardware Forum
(GO IBMHW)

Automated Backup Facility
Automated Backup Facility simplifies file backups; it monitors file status and backs them up as required. Becomes educated with use; maintains file usage counters to determine when backups are required.
ABF.ARC (Library 1)

IBM Software System/ Utilities Forum
(GO IBMSYS)

Hard Disk Status
Utility reports backup status of hard disk; identifies files not backed up and otherwise subject to loss in a disk crash.
BACKST.ARC (Library 1)

Diskette Counter
Utility determines number of diskettes needed to backup a PC-AT hard disk.
BACKUP.ARC (Library 3)

Bac Plus
Bac Plus 1.1 is a menu-driven hard disk backup system that provides file size veri-fication, label naming, formatting, error checking and more.
BACPLU.ARC (Library 6)

Bakkit Drive Report
Shareware Bakkit 1.1 checks drives and issues a report including aging of non-backed-up files. Designed as an aid to iden-tify when it is time to perform a backup.
BAKIT1.EXE (Library 3)

Backup Check
Backup Check 2.1 identifies files needing backup and otherwise subject to loss in a disk crash; percentages and several report formats available.
BKCK21.ARC (Library 1)

Time/Date Stamping
Backup utility that uses only time/date stamp and does not meddle with archive flag bit.
BKUP.ARC (Library 1)

BackupMaestro
Shareware BackupMaestro 2.08a backs up hard disk files to diskettes and restores files from diskettes; supports Novell NetWare and retains NetWare security/permissions.
BM.ARC (Library 6)

Comprehensive System
Comprehensive shareware system for man-aging backups; automatically checks time/date stamping, does diskette formatting, creates directories and more.
BU2.ARC (Library 6)

HardBack
HardBack backs up one hard disk to an-other hard disk or similar device (not to diskettes or tapes); automatically main-tains correct directory structure on backup drive and removes outdated files.
HARDBA.ARC (Library 1)

Sabu
Sabu 1.5 shareware backup utility sup-ports quad density drives and estimates number of diskettes required for backup.
SABU.ARC (Library 6)

Macintosh Productivity Forum
(GO MACPRODUCT)

Floppy Fixer
Shareware Floppy Fixer 1.0 recovers files from damaged diskettes.
FLOPPY.SIT (Library 7)

MacDump
MacDump dual-level (full and incremental) 1986-vintage utility copies hard disk con-tents to diskettes.
MCDUMP.BIN (Library 10)

Newer
Newer 1.0b1 shareware backup, restore and merge utility includes file/folder selection, repeated macro execution, backup logging and incremental operation.
NEWER.SIT (Library 10)

Rapid-Up
Rapid-Up 1.1 shareware hard disk backup operating at almost 1MB per minute. Backup module only; restore module can be obtained from program author.
RAP1AU.SIT (Library 10)
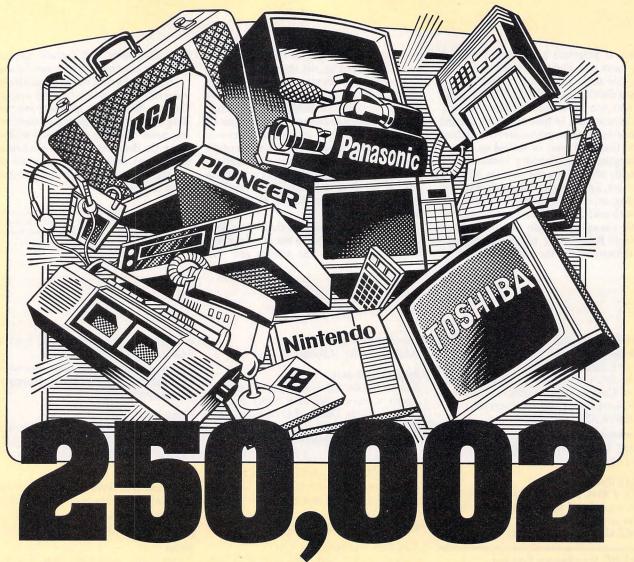
OS-9 Operating System Forum
(GO OS9)

Hard Disk Backup
Shareware hard disk backup system for file selection, backup and recovery; capable of epochal or incremental backups.
HDKIT.AR (Library 9)

This list is provided for information only. Inclusion herein does not constitute endorsement of files or programs by the article's author or by *CompuServe Maga-zine.* This list does not include so-called virus detectors and exterminators that also can be found in CompuServe forum libraries.

—EEM

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by Pat Soberanis

Heading for Nantucket

▶ **All aboard for Clipper, the premier application development system.**

Word has it that the masses are heading for Nantucket. The first assumption might be that the island southeast of Martha's Vineyard is *the* place to be, but the real deal is in the Nantucket Forum on CompuServe.

The forum's growth goes hand in hand with that of its sponsor, Los Angeles-based Nantucket Corp., and its products, McMax and Clipper. McMax is a relational database management system that allows a developer to port existing dBase applications from an IBM-compatible to the Apple Macintosh and run them in McMax without having to re-enter the data.

Clipper, however, is Nantucket's star. Since the company was founded six years ago, more than 100,000 copies of Clipper have been sold—more than a third of them abroad. But Nantucket counts a far higher number of Clipper users and developers.

The product began as a dBase compiler, which allowed programmers of dBase, the database software made by Ashton-Tate, to develop and distribute applications that would run independently on any personal computer, says Phil Ressler, Nantucket director of marketing. Clipper has since evolved into something far more flexible and powerful, and much of that power can be defined by any Clipper developer through its user-defined functions and the other features of its much heralded "open architecture." "The key is that Clipper is an application development system—not just a language, not just a compiler, not just a database," Ressler emphasizes.

Forum members agree wholeheartedly, and will tell you so at the drop of a hat. Consider these comments: "Clipper is the single best language to work with," says Craig S. Steinberg. From Finland, external (non-employee) sysop Jussi Seppala writes: "Its success is, in my opinion, mainly due to its open architecture and the innovativeness of Nantucket."

Australia's Matt Whelan also is a fan of the open architecture approach, "which means anything Nantucket didn't think of, you can add yourself. The people who write Clipper have an unusually perceptive grasp of what is important to a developer." Indeed, Clipper inspires eloquence in Bill Christison, who likes the program "because of its sheer beauty. The best programming languages are modern forms of art, and Clipper is one of several that pass the test."

Their enthusiasm for Clipper transfers directly to the Nantucket Forum, where the "rogues of the dBase world," as member Steve Larsen puts it, having jumped the dBase ship, can help each other and stick together. "The forum supplies a sense of community that is almost impossible to find elsewhere in an essentially isolated profession such as software development," forum member Bill Shugg explains. Gary Baren adds, "Here, people with different backgrounds, educations and vertical market experience can get together and exchange their ideas and preferences. P.S. It's a *great* place to hang out!"

And anyone can hang out here. "No one is turned away," Shugg says. The commentary found on the General Information message board, for example, isn't restricted to database programming. Last year's events in Eastern Europe and Central America generated a long message thread in which European and American forum members discussed the implications.

A "Testimonials Wanted" message resulted in more than 100 messages whose subjects ranged from forum gossip to a convincingly polysyllabic imitation of William F. Buckley Jr.: "Your aristophanic allusions are duly noted and even savored." "Barbara Bush" and "Buckwheat" quickly responded by explaining—and showing—how easy it is for anyone to change user names. In short, it's "a 24-hour-daily forum where Clipper users can kibitz, question and air their thoughts," says member Larry Bauder.

But the foundation of this forum community remains the services it provides to Clipper and McMax developers. Tim Wong, forum administrator, says that since 80 percent of forum members use auto-navigation programs such as TAPCIS, the forum's organization responds to their needs. The Nantucket Reference Center (GO NANTUCKET) gives an overview of the company, its products, Clipper user groups and the forum. Library 0, "Browse Me First!," is for new members. Users themselves put together files such as LIBSCA.ZIP (Library 17), which lists all files on the Nantucket Forum's libraries. Members also will find development tools (Library 4), tips for networked systems (Library 3), the publication *Nantucket News* (Library 8) and member-developed Clipper functions (Library 2) in the forum libraries.

The database applications forum members have developed using Clipper are as wide-ranging as the members themselves. Tripp Micou, for instance, has an NFL scouting system for the Phoenix Cardinals football team, while Jordan Powell's first Clipper project was a telemarketing application. Rosemary West explains that while most programs are for handling mailing lists, inventory control and accounting systems, Clipper can be used to write other non-database applications, too. "I have written a number of recreational and educational programs, including a couple that write poetry and one that reads tarot cards," she says. "The forum is a great place to draw on the experience of other programmers. I have picked up some great tips and techniques there."

The forum's popularity surely helps the success of the developer conferences ("Devcons" to insiders) that Nantucket has held. The first, held in Los Angeles in June 1988, drew about 400 attendees; whereas the second, held in L.A. a year later, drew nearly 1,000, Ressler says. Last fall Nantucket sponsored its first conferences in Germany and the United Kingdom, each of which attracted 300 to 400 attendees. Nantucket plans to expand its conference schedule this year by increasing both the number of conferences and the number of countries where they will be held.

Between the conferences and the forum, which Nantucket started as part of its technical support program, the company has developed a reputation for responsiveness among Clipper and McMax users. "In the Nantucket Forum," says member Jordan Powell, "you can even talk to the president of the company. How's that for accessibility?"

Pat Soberanis is a free-lance writer based in San Francisco.

COMPUTING SERVICES

A Map of Nantucket

Nantucket Reference Center GO NANTUCKET	
● Reference Center Description	GO NAN-63
● Product Descriptions	GO NAN-7
Clipper	GO NAN-18
McMax	GO NAN-47
● Customer Support	GO NAN-8
Nantucket Support	GO NAN-13
User Groups	GO NAN-19
● Reference Center Menu Map	GO NAN-67

Nantucket Forum	GO NANFORUM
● Clipper Demo Library 5	CLDEMO.ARC
Source Code Library 5	DMOSRC.ARC
● New User Information Library 0	All Files
● The Technical Bulletin Library 1	TECH01.ARC
● *Nantucket News* Newsletter Library 8	All Files
● List of all files found in forum libraries (updated regularly) Library 17	LIBSCA.ZIP

by Harry Green

The Word from Samna

▶ **Get word-processing wisdom from experts in the Samna Forum.**

Tired of the complicated and yearn for simplicity? Samna's Ami word processor will open windows and bring in fresh air for those who need only WP basics. "What you see is what you get," my friend, and that's not just with the acclaimed Ami software, but also with the new Samna Forum that supports it and several other Samna products online.

COMPUTING SERVICES

Forum Administrator Beth Dixon, technical support representative with Samna, comes to the forum with ready-made experience. She was sysop on the Samna Exchange on The Source before it was acquired by CompuServe. This forum is an extension of her full-time duties with the company, which are to help customers solve any problems with Samna products.

There are two ways of accessing the Samna Forum. The GO SAMNA command takes you to the main menu, which provides access to the forum and to AnswerBase, a special question-and-answer section that anyone can use without joining the forum. GO SAMFORUM takes you directly into the forum and its three divisions: Ami and Ami Professional, Samna Word 4 and Plus 4, and Plus 4 for Unix.

AnswerBase is a collection of common questions and answers, similar to the one Samna uses in its own technical support group. You can enter keywords to select topics of interest. Samna will continue to enhance this self-help section as forum members add their queries to the list.

In the forum, the topic of most interest is Ami, winner of *PC World*'s "Best Buy" recommendation, and Ami Professional, which was named by *PC Resource* magazine as one of 1989's most valuable products. Both word processors operate under Microsoft Windows.

Ami, introduced in November 1988, was the first word processor on the market that supported graphic frames, graphic integration and a true what-you-see-is-what-you-get (WYSIWYG) display in the Windows environment. Ami is ideally suited for an executive or other person who has occasional need for a word processor but does not require power features such as mail merge, indexes and macros, according to Michael Wentz, Samna's manager of technical support.

Ami Professional is intended for those who require an extensive suite of powerful features, and who appreciate the WYSIWYG display that Windows offers.

While Ami Professional, which was introduced last October, appears to be a desktop publisher in disguise, Wentz says it is not. However, it produces printouts that rival the quality of top-line desktop publishers. If your goal is to have quality copy for newsletters and overhead graphics, Ami Professional will satisfy the most demanding users, says Wentz.

Ami imports graphics with PCX, TIFF, PIC and Windows metafile formats, and the program itself can produce drawings of clip-art quality. Once drawings are framed and imported, they can be moved, sized and rotated, and text automatically flows around the image.

Samna expects to use the forum to maintain close contact with its customers, according to Dixon. The forum is a place for users to meet, hold technical discussions, exchange ideas, download utilities and macros from Samna's library, and contribute macros of their own.

As with other CompuServe forums, some questions are answered by other users, but all are reviewed for accuracy by Dixon and her co-workers. While telephone support is still available, the forum opens your questions and comments to a universe of experience, and provides Samna with a broad base of opinions that will help drive future product enhancements.

Wentz sees the forum as providing a different level of technical support from what Samna has offered in the past in that questions can be asked in writing even when the Atlanta office is closed. And users have a more direct, less formal way of accessing the technical support staff and other users.

If you're already a Samna user or if you are intrigued by the enthusiastic reviews that Ami Professional has been receiving in the trade press and you want to learn more from other users, drop by the Samna Forum. It's open for business. ◀

Harry Green is president of Pacific Netcom Inc., a Portland, Ore., firm that consults with businesses on using office automation and telecommunications to improve productivity. His CompuServe User ID number is 70007,431.

by Mike Pietruk

I/B/E/S carries prognostications of 95 percent of securities analysts: Pucci

Going for Brokers

▶ **I/B/E/S has stats on 3,400 public companies contributed by 2,500 professional analysts and brokers.**
Glance at the "Abreast of the Market" column in any copy of *The Wall Street Journal* and you're almost guaranteed to find a comment that a specific stock moved a point up or down in response to an analyst's revised earnings forecast. Often, such an adjustment, particularly if made by a prominent member of the fraternity, prompts other analysts to re-evaluate their judgments.

The New York financial information services firm of Lynch, Jones & Ryan has tracked these judgments and their adjustments since 1971 in its Institutional Brokers Estimate System (I/B/E/S). Today, the database contains statistics on 3,400 US publicly traded corporations contributed by 2,500 professional analysts at 130 brokerage and research firms.

"I think it would be a safe guess to assume we carry the prognostications of at least 95 percent of all securities analysts," says Richard Pucci, director of the I/B/E/S data center. "If a firm is followed by an analyst, you will find it in I/B/E/S (GO IBES)."

Coverage is not limited to analysts working for major Wall Street houses such as Prudential-Bache and Merrill Lynch, but includes regional and local firms as well. "Often, researchers close to a company's base

of operations have a stronger feel for it than someone sitting at a desk in New York," says Laura Alpert, a LJ&R marketing specialist. "We are continually adding analysts to the system."

Why then, in an industry that jealously guards its data, is information freely shared with I/B/E/S? Because I/B/E/S offers analysts the opportunity to maintain their anonymity among their colleagues while affording a chance to compare notes. Suggests Pucci, "Most analysts are very conscious of what other analysts are saying and are afraid to be off-base. They can determine if their opinion is within the consensus or be forced to reconsider if they spot an estimate that is significantly higher or lower than theirs.

"It's possible that perhaps an out-of-line analyst has stumbled onto something meriting that seemingly high or low forecast," he says. "We give him an additional tool to assist in fine-tuning his forecasts and, hence, better intermediate and long-term stock price projections."

Alpert stresses that I/B/E/S is *not* an advisory service but a disseminator of data that can be incorporated in making investment decisions. The job of gathering data begins by assigning each stock into one of 11 industry groups such as basic industries, technology, energy, financial services, health care and public utilities. Currently, there are 48,000 data sets of information stored in LJ&R's mainframe computers, with an average of 25 percent changed monthly.

Participating analysts furnish estimates

CompuServe
MAGAZINE

This special editorial insert was created to help Macintosh users get the most out of Mac forums and services on CompuServe.

Mac Features for Mail, CB, Forums and More

It Does Windows

by Michael Mooney

Psychologists use the term *gestalt* to describe "a pattern of phenomena so integrated as to constitute a single functional unit." In short, you look at something with many facets, but you perceive it as a whole.

To my mind, the CompuServe Information Service, home to a rich mosaic of information and communication resources, has a certain gestalt. But for years, my perception was based not so much on what resources are found there, but rather on how those resources were presented. The patterns of menus and commands I used to navigate the service became my CompuServe gestalt.

With the advent of CompuServe Information Manager (CIM) for the Macintosh, that gestalt shifts dramatically. CIM for the Mac presents Macintosh-equipped members with an icon-based, multi-window, Mac-like interface that radically transforms the way they will interact with and perceive CompuServe. The text-intensive, menu-driven look and feel that have long shaped CompuServe navigation are gone, allowing the services themselves to more directly constitute the appearance and function of the offering.

Information Management

The Mac version of CIM follows the recent debut of a related MS-DOS offering. Both products are based on a protocol for exchanging information between subscribers' personal computers and CompuServe host computers called the Host-Micro Interface (HMI). The Mac's natural ability to integrate graphics delivers impressively on the promise of HMI.

The initial release of CIM for the Mac focuses on CompuServe navigational systems, CompuServe Mail, CB Simulator and Forums. Menu items in windows respond to double-

Coming Soon

The CompuServe Information Manager will be available for ordering this summer. Also, CompuServe Navigator 3.0 will soon be available. Watch "What's New" and the "Update" page in *CompuServe Magazine* for more details about ordering these software products.

Scott Converse Takes CompuServe Software for a Test Drive

'A Very Mac-ish Interface'

by Lynne Verbeek

Editor's note: CompuServe Magazine interviewed Scott Converse, manager of the Electronic Media Group in Apple's Research & Development Center in Cupertino, Calif., about his use of CompuServe Information Manager.

Q: Scott, what do you do in your position at Apple?

A: I work with online systems and CD-ROM. My particular group builds a CD-ROM designed for the Apple-certified developer base. I "push the envelope" on how to use this stuff. As a result, I constantly play with online systems.

Q: Do you often use CompuServe?

A: I had used it in the past but not much recently, that is, until I got a pre-release

LYNNE VERBEEK

Trying out CIM software: Converse

clicks, opening windows that move you along once labyrinthine pathways with Mac-like ease. Familiar commands like BROWSE, FIND and GO appear as icons or pull-down menu choices. Most have command-key equivalents. Other menu choices are available at any point in an online session to transfer you directly to CompuServe CB Simulator, weather forecasts and stock quotes.

For the most part, various windows can be open simultaneously. So when you step momentarily from one function to another, the new area seamlessly appears in the foreground window. Click on the window where you were previously and it returns to the foreground. In this very Mac-like setting, the various resources of the information service lay open conveniently on your screen, not unlike open folders or files on a conventional desktop.

Charlie Reading, principal developer for Macintosh CompuServe Information Manager, refers to CIM capabilities like these as "a quantum leap over standard telecommunications programs." Veteran Mac subscribers to CompuServe may think they've typed GO HEAVEN.
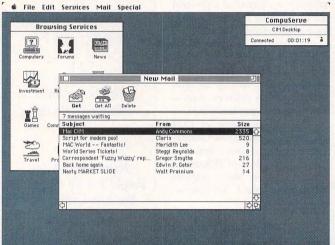
Navigation

CIM for the Mac does not initiate a connection to CompuServe when launched, but instead presents an initial desktop and connects to CompuServe when necessary. At launch, you see the services pull-down menu, which is like a central dispatcher, including access to Find, Browse, CB Simulator, Quotes, Weather and GO.

CIM lets you specify communication settings (numbers to dial, networks to use, baud rates) and preferences for the session (mail actions, forum actions, etc.). The desktop also provides access to the CIM Filing Cabinet, a hierarchical filing system for offline storage and review of material obtained online (forum threads, archived mail, downloaded files).
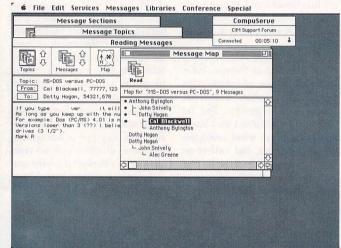
Preferences also lets you specify which of the two key navigational windows will open automatically at launch in future CIM sessions: General Services and Favorite Places. A double-click on any of the destinations in the menus of these two windows logs you on and takes you directly to that location. A third window is always present once you're online. It displays a running total of your elapsed time online and your current online location.

General Services is the software's name for the traditional Top Menu. It lets you search for services by stepping down through a series of menus.

Favorite Places parallels the personalized menu feature in the traditional CompuServe interface. Like everything in CIM for the Mac, constructing a personal menu is drastically sim-

From the scrolling New Mail window, you can read selected messages individually, send all of them to your Filing Cabinet for retrieval once you're offline, or dispose of messages you've already retrieved.

These message windows appear when you've requested a list of message sections within a forum, asked to see current subjects for a section, read a message "thread," and then asked for a "map" of it.

Continued from page 1

copy of the new CompuServe Information Manager (CIM) software. I spend a lot of time on Applelink, which is Apple's own internal online system. Applelink is a graphics-oriented, iconic, easy-to-use system. Going back to a command language system after that was literally painful.

Q: So what do you think of the CIM interface?

A: It's great! I'm on CompuServe just about every day now.

Q: What do you use it for?

A: I spend a fair amount of time on all of the Apple forums. Since I work in a CD-ROM-oriented group, I watch the CD-ROM Forum on CompuServe carefully. I've actually taken specific information from that forum and sent it to the CD-ROM product manager here, and it has affected how we develop our products.

We had a problem with dust on the lens of the CD-ROM, and as a result it looked like our drives were failing at a 40 percent rate. That's not what was really going on, but the perception was negative. I wasn't aware of this until I accessed the CD-ROM Forum.

Q: Do you use CIM at home, too?

A: Yes, probably more at home than at work. Information on CompuServe has a lot of depth. There's some fantastic software. I find neat stacks and CDEVs (control panel devices) and utilities I can use. CompuServe is the standard method of distribution for many software programs, and it's where the people in the Macintosh community communicate, outside of Apple. A lot of the people at Apple are on CompuServe, too.

Q: Have you shown this software (CIM) to anyone else around here?

A: Sure. They think it's cool. My manager loves CIM. He said he's using CompuServe a lot more now.

Q: What do you think are the strengths of CIM?

A: The developers have thought through the design very well. The software is extremely intuitive and transparent to the end user. It's something my mother would use,

plified. After years of never bothering to cull favorites from the CompuServe array, members will quickly discover how much sense it makes to maintain a private launchpad for frequent destinations.

CompuServe Mail

The basic CompuServe Information Manager desktop also includes a pull-down menu devoted exclusively to electronic mail. Reading and fellow developers Kevin Johnston and John Endres say such easy access and high profile was a design priority. "If you're a regular terminal user of CompuServe," Johnston says, "the mail capabilities are kind of hidden." Their prominence in CIM for the Mac is intended to "increase mail usage (and) to encourage people to use CompuServe Mail for both personal and professional communication."

Mail features include a mailbox icon that displays in its own window on the desktop whenever you are online and have mail waiting. A sophisticated In-Basket and Out-Basket, part of the CIM Filing system, makes composing, reviewing and storing mail offline on disk a snap. There's even a button that automatically transfers the name and User ID number from the inside address

CIM for the Mac at a Glance

Name	CompuServe Information Manager for the Apple Macintosh, Version 1.0
Description	Multi-window, icon-oriented communication software package for use exclusively with the CompuServe Information Service
Requirements	1 MB RAM; 2-800K disk drives or 1-800K disk drive and a hard disk recommended (CIM will run on one 800K floppy); System 4.1 or higher; Multi-Finder compatible
Online Support	Online support for CIM for the Mac will be provided in the CompuServe Information Manager Support Forum (GO MACCIM)
Cost	$24.95 (includes a $15 usage credit)
Ordering	The CompuServe Information Manager software for Macintosh users will be available this summer. Watch "What's New" and the "Update" page of *CompuServe Magazine* for the announcement of its availability. Then, type GO ORDER at any prompt.

of an incoming electronic mail message to your address file, one of many well-conceived, well-executed user-centered features that reappear throughout the product.

Forums

Forum screens add familiar command categories for Message, Library and Conference activities to the menu bar. But that's where any comparison to the basic forum functions ends. Visiting forums via CIM with a Mac is in Johnston's words, "pretty much a 'gosh,' 'wow' experience . . . (doing) better what forums were originally designed to do, which is to give

you a club-like atmosphere."

Forum features are exhaustive. A few favorites to note:

► An icon button on the Message Board displays message topics in "map" form so you can see the evolution of a discussion and click on any participant's name (while viewing the map) to read a selected response.

► The tracking window continuously shows who's entering and leaving the forum, so you can hail someone you need to talk to when you notice he or she has arrived.

► A New Notices window, similar to the Mail Waiting window, alerts forum members to important messages posted by the forum administrator about forum activities.

► Simultaneous Message Board and Library windows let you pause when reviewing messages, search for a mentioned file in a library, download it and then return to the precise message where you left off.

► Messages may be read, replied to, or sent directly to your Filing Cabinet with a single click of HyperCard-like icon buttons.

► A Filing Cabinet handles offline storage and makes management of threads, files and correspondence as convenient as pushing a button.

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and that's my design parameter when I create a front-end to a system or software here at Apple.

Q: How does Mac CIM fit in with Apple's Macintosh interface philosophy?

A: There are a lot of similarities. I like CIM because it follows our guidelines pretty closely, regarding the interface. The developers have taken liberties with some aspects, but there's not necessarily something wrong with that if what they're doing is easy and makes sense. And the consistency is where it needs to be: in the basics of the Mac interface, such as pull-down menus, file and edit handling, and how to quit. Those aspects are all there. CIM does some new things we haven't done before, but us-

ing the Mac with online systems is new, too. Apple doesn't have a set of standards representing a large database of textual information. It's an area that Apple has never really addressed.

Q: Is there anything you found particularly noteworthy about CIM?

A: Getting at a massive base of textual information is usually difficult, but CIM makes it easy to get in there and find your way around. Navigating CompuServe is much, much easier than it was before.

People can deal with about five levels of hierarchy fairly well, and three levels of hierarchy is optimum. I've noticed the hierarchy gets into about three and sometimes four levels and then you're in a forum, where

you look at things. I don't know if the developers thought this through intentionally that way, but that's how CIM works—it happens to work a lot like the mind does. I sat down with it and immediately was right there and using it. It all made sense to me.

Q: What are some of the ways in which it is similar to the Macintosh interface?

A: The developers did a lot of neat things with the interface that are very Mac-ish. For example, here where it says General Services, there's a little shadow meaning that there's something underneath it. Now, if I click on this, there are my different levels. Hardware Forums is inside of Computer and Software Support, which is inside of General Services—that's just how the

▶ Library files themselves can be read (if text), downloaded immediately to disk, or marked for automated retrieval later. (Note: automated file retrieval is familiar to users of CompuServe Navigator software. Watch What's New for details about version 3.0 of CompuServe Navigator.)

CB Simulator

CIM for the Mac has a separate desktop for the CB Simulator. It provides the convenience of mouse-based selection of all your favorites from TALK to SQUELCH. Profile and Who's Who commands open windows in which participants can find out more about other CBers. Like who's talking on what Channel, where in the world they're calling from, and what their personal and professional interests include (if they've elected to post a personal profile).

What's more, the windowing capacity of CIM CB means you can talk on one channel while you simultaneously watch another one in a different window. Simply tune in the monitored channel to become an active participant in that discussion. If multiple windows sounds like a thrill in forums, wait till you start beaming in and out of open channels on CB Simulator. Yow!

Terminal Mode

For services not yet supported by CIM for the Mac, a different kind of window displays the traditional menus and ! prompts. This is "terminal mode" where all conventional CompuServe commands are in force. When you're finished using such a service, you can enter M (for menu) to leave terminal mode and return to the friendly CIM desktop.

While somewhat anachronistic compared to the full-fledged CIM for the Mac windows, terminal mode provides a way to access CompuServe in its old (standard ASCII) form. Look for this window to become increasingly obsolete when you are connected to CompuServe, though, as the CIM juggernaut advances to remaining online product categories.
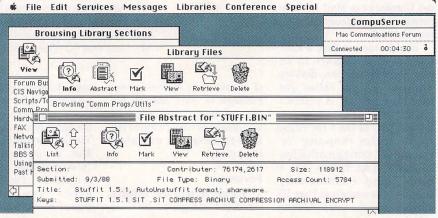
CIM for MAC Version 2.0: The Sequel

CompuServe is committed to the continued development of HMI-supported and CIM-presented product offerings. Among additions projected for CIM 2.0 for the Mac are enhanced access to the Executive News Service, a mini-portfolio report, enhancements to the forum capabilities and more.

The power to enhance services through visual representation will continue to be the hallmark of CIM. Tapping the rich graphic possibilities afforded them by CIM and the Mac itself, any number of other CompuServe products could be radically transformed.

As has been the practice with other CompuServe software products, updates for registered users and product support will be offered online.

Michael Mooney is a free-lance writer and Macintosh enthusiast based in Columbus, Ohio.

This series of windows indicates that you've browsed a list of titles for a forum's libraries, requested a closer look at files in one of the libraries, and requested an abstract of one of the files. Optional commands immediately download the file or mark it for later retrieval.

Continued from page 3

Macintosh file system works. My "Favorite Places to Go" are exactly that.

Let's look at utilities. Here's this huge database of information that's IBM-ish in the way it's stored. They've done an effective job of allowing me to get at it with icons. These are beautiful, and they make sense. I can get information on it, or I can get an abstract, which is a lot of information. I can get a blow-up of it by clicking on the magnifying glass. It's all obvious to me. I can start paging through it or I can search by keyword. I can find things, and that's what it's all about.

Q: And that's something you couldn't do with the old interface?

A: Well, you could, but you had to know what you were doing. Now, if you can use a mouse, you can use CompuServe. That's the power of the Macintosh, and what they've done with CIM is given the end user the power of the Macintosh.

Q: Any tips for potential users of CIM, or new users?

A: No real tips, other than just to explore. That's really what makes CIM so neat—exploring is easy. You don't get lost, it's easy to find things, and you get maps to information. There are some neat things in there that I think we could even incorporate in some of what we do at Apple. It's a very well thought out interface.

Lynne Verbeek is managing editor of Computer Currents *in Emeryville, Calif.*

Forums Branch Out Again

Macspansion

by Michael Naver

Macintosh users, a growing force in the world of personal computing, can "point and click" with pride to the expansion of the Apple and Macintosh forums on CompuServe.

The number of Apple and Macintosh forums operated by MAUG™ (Micronetworked Apple Users Group) has expanded from seven to eleven, with the aim of providing better service to Macintosh and Apple II/III users.

Benefits include separate forums for Mac and Apple interests; improved message and library capacity; and greater availability of software for downloading to your machine. The result is that you find what you're looking for in the forums faster and more efficiently than before.

With the forum expansion, "the Macintosh user has more opportunities for support on CompuServe than ever," reports Sharon Baker, CompuServe product manager. The reorganization includes three new forums: Macintosh Communications (GO MACCOMM), Macintosh Art and Design (GO MACDESIGN), and Macintosh Community/New Users (GO MACNEW).

"We had good Macintosh forums before, but we wanted to provide better focus on the topics being discussed," Baker explained. "CompuServe wants to remain the leader for Macintosh support among online services, and to do that we had to expand."

So far, user feedback has been extremely positive, says Neil Shapiro, chief forum administrator. "Before we went ahead with this, we tried to bring users into the loop. We had a thread of more than 500 messages discussing the expansion."

With expansion, information is easier to find because it's categorized better and messages last longer on the forums. "The number of messages has increased by 25 percent on all of our forums," says Shapiro.

Also, you can expect to find more software in the forums because "as people use forums more they'll tend to load more software into the libraries," he says. Thousands of free or low-cost software programs are available for you to download from the Apple and Macintosh forums.

Along with expanding the forums operated by MAUG, Shapiro (76703,401) reorganized his team of forum administrators. They include Robert Wiggins (76703,3036), Macintosh executive sysop; Shawn Goodin (76703,1034), Apple II executive sysop; and Bill Cook (76703,1030), sysop librarian.

Michael Naver of Baltimore, Md., edits a newsletter advising corporate communicators and public-relations counselors on uses of new technology. His CompuServe User ID number is 70007,621.

MACINTOSH PRODUCTIVITY FORUM (GO MACPRODUCT)

Probably the most important aspect of the growing interest in the Mac is its ability to enhance productivity in the worlds of business and government.

This forum is the place for sharing information about business productivity applications. Sections cover word processing, databases, spreadsheets and models, accounting and finance, desk accessories, system hardware, disks, even support for Lisas and other early Macs. The Mac Productivity Forum replaces and expands on the MacBiz Forum.

MACINTOSH ART AND DESIGN FORUM (GO MACDESIGN)

There's no disputing the popularity of the Mac as a graphics computer, with thousands of graphic designers and fine arts practitioners around the world using it.

This forum is home to these artists. Here Mac designers can find hundreds of design programs and tools to help in their work. Sections cover interests in paint and draw programs, animation, multimedia, CAD, desktop publishing, fonts and typography.

MACINTOSH DEVELOPERS FORUM (GO MACDEV)

Novices and pros with all sorts of programming interests use this forum to trade tips, to learn and to teach. Sections cover Basic, assembly language, C and Pascal, object-oriented programming, tools and debuggers. The libraries have plenty of programming tools, utilities, source code, and system software that Apple licenses for electronic distribution. The forum always has the latest versions of System, Finder, Macsbug and Resource Editor.

MACINTOSH COMMUNICATIONS FORUM (GO MACCOMM)

Everything you need to know about Macs communicating with other Macs and with IBM PCs can be found in this forum. Also, there are sections and libraries devoted to CompuServe Navigator, the program that saves Mac users time and dollars while online.

Other terminal programs, utility programs, fax, local area networks and private bulletin board systems are all discussed here. Also, there's a special section about using CompuServe.

MACINTOSH COMMUNITY/ NEW USERS FORUM (GO MACNEW)

This forum is home to discussions on a wide range of topics. People announce new products, discuss Apple Corp. rumors and make new friends. A "news from MAUG" section tells you what's hot in other forums operated by MAUG.

It's also the place for new users. Plenty of help files are available to answer your questions about how to use the message board, the libraries, and "talk to sysop." Sysops watch this forum closely to make sure your questions are answered.

MACINTOSH ENTERTAINMENT FORUM (GO MACFUN)

Whether you enjoy games and puzzles at home, or give live MIDI music performances, the Mac is a popular entertainer. Sections here cover music, arcade and action games, adventure and role-playing games, board games, card games, and educational games.

The libraries here contain standalone programs and challenging templates for commercial games, as well as musical programs, music scores, and sounds to make your Mac talk, beep, sing and carouse.

MACINTOSH HYPERTEXT FORUM (GO MACHYPER)

"Hypertext" is a relatively new term describing computer databases that merge words, sound and pictures. HyperCard for the Macintosh was the first of these, and this forum is home to HyperCard enthusiasts.

Here you'll find sections about "Hypertalk" and ideas for "stacks," "XCMDS" and other specialty topics. With other manufacturers besides Apple now joining the hypertext bandwagon, the forum has support areas for those programs. Libraries include thousands of stacks and ideas.

APPLE VENDOR FORUMS (GO APVENA, GO APVENB)

Many well-known vendors offer Mac and Apple users online support in these two forums. Companies such as Claris, SuperMac Technology and others are here to meet their customers and answer their questions. On these forums, use the Names command (section names) to see which vendors are awaiting your questions.

Mac Gurus Reveal Their Favorite Files

Choice Programming

by Patrick J. McKeand

I f they were aeronautical engineers, they'd be working around the clock brainstorming ways to hike the speed of aircraft, how to expand its load of cargo, how to escape enemy radar devices and how to have some fun in the process.

These wizards, however, somewhere along the way, caught the Macintosh bug and remain at the leading edge of the computer revolution, developing, testing, and evaluating strategies and programs to make our work easier and life more fun.

They're among the Macintosh gurus on CompuServe—forum administrators, Mac pioneers, authors, editors and systems designers. We asked them to talk about their favorite files available in the Macintosh forums (GO MACINTOSH) on CompuServe. Here, in their own words, are their favorites and why they like them. Each file is a free or low-cost shareware program you can download.

Steve Brecher
Sunnyvale, Calif.
Owner, Software Supply; Developer, PowerStation, Pyro! and Suitcase II.
Favorite File: SWITCH-A-ROO
Available in the Mac Productivity Forum (GO MACPRODUCT) Library 14, "Macintosh II Applications." File SWITCH.SIT.

SWITCH-A-ROO, developed by Bill Steinberg, is Function KEY software invoked with Cmd-Shift-digit. It lets me switch my Mac II monitors from black-and-white to color or vice-versa with ease. Without it, I'd have to open the control panel, then click the monitor icon, and then make the change. I need to change monitor modes when testing software that I'm developing in order to make sure it works and looks OK in both color and in black-and-white.

Robert R. Wiggins
Palo Alto, Calif.
Contributing Business Editor, *MacUser* magazine; Executive Sysop, Apple and Macintosh Forums.
Favorite File: DISINFECTANT
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 7, "Utilities." File DFCT*.SIT.

DISINFECTANT is significant not only because it's an excellent virus eradication program that is quickly and efficiently updated whenever a new virus is discovered, but also because it is free. John Norstad of Northwestern University is the center of a network of programmers and virus hunters whose work on DISINFECTANT is done not for money or glory but as a service to the worldwide Macintosh community. Download this file right away and keep watch for future versions.

Bob Perez
Palo Alto, Calif.
Manager, Xanadu Developed Programs, Xanadu Operating Co.; Founder of the Macintosh Business Forum; Author of VMCO software.
Favorite File: BOOMERANG 2.0
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 6, "DAs, FKEYs, INITs." File BMRN20.SIT.

BOOMERANG is one of the most significant pieces of shareware I've seen for the Macintosh. With it, I can customize the standard Macintosh file-selection mechanism to present the default files and directories of interest to me and my family. This is primarily useful for someone who has a lot of online storage and doesn't wish to navigate through all the folder hierarchies every time a file or folder is needed.

With BOOMERANG, I can designate particular files and folders and get to them instantly using the standard Macintosh interface. This is useful to other members of my business and family. I simply set up folders for them and use BOOMERANG to make it easy for them to get to their files regardless of what state of organization I might have left the computer in prior to their use. BOOMERANG was developed by Hiroaki Yamamoto.

Guy Kawasaki
Palo Alto, Calif.
Author of *The Macintosh Way*.
Favorite File: SUPERCLOCK
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 6, "DAs, FKEYS, INITs." File MNUCLK.SIT.

SUPERCLOCK enables me to determine how much charge is left in my Macintosh Portable's battery without using a desk accessory. I also like SUPERCLOCK because its programmer, Steve Christensen, asked for donations to the Stanford Children's Hospital in lieu of compensation.

I use SUPERCLOCK all the time. It's especially helpful when I'm on a plane and cannot recharge the battery.

Adds Perez on SUPERCLOCK: It's an elegant utility that manages time in several ways. It displays a clock in the menu bar and allows you to customize its appearance by choice of font, size and color, and provides several useful time-tracking facilities as well. Interestingly, what's turned out to be the most useful for me and my family is the hourly chime. It's great for putting the kids to bed on time and for remembering that the evening news is about to come on. (Perez lists SUPERCLOCK and BOOMERANG in a first-place tie as his favorite files.)

Donald Brown
West Des Moines, Iowa.
Vice President, CE Software, Inc.;
Author of QuicKeys and MockPackage
Plus Utilities.
Favorite File: SCSI PROBE
Available in the Mac Productivity
Forum (GO MACPRODUCT), Library
6, "DAs, FKEYs, INITs." File SCSI.

I have a removable hard disk, and I often forget to turn it on before I start up my Mac. When this happens, I just open up the control panel, select SCSI PROBE, click "Mount," and the cartridge's files are immediately available.

As a developer, I regularly get reports of conflicts between my company's products and various public-domain, freeware or shareware utilities. My first step in tracking down these conflicts is to log onto CompuServe.

This utility is almost always in the Apple and Macintosh Forum libraries. The Mac File Finder usually makes it easy to find, too. SCSI PROBE was developed by Robert Polic.

Bob LeVitus
Palo Alto, Calif.
Former editor-in-chief of *MACazine*;
Author of *Dr. Macintosh: Tips, Techniques and Advice for Mastering Your Macintosh*
Favorite File: STUFFIT
Available in the Mac Communications
Forum (GO MACCOMM), Library 4,
"Communication Programs/Utilities."
File STUFFI.BIN.

STUFFIT, developed by Ray Lau, is a file compression/archiving program that lets me make big files smaller. It also lets me store a bunch of files in a single "archive" that's smaller than the sum of its components—by as much as 50 percent.

I use STUFFIT to send large color images and HyperCard stacks (both notorious disk-space hogs) to friends. I can usually cram more than 1000K on an 800K disk.

Most files in the Macintosh forum libraries, operated by MAUG™, have been compressed with STUFFIT before being uploaded. That means you save money when you download a STUFFIT file. All you do is run STUFFIT on the downloaded file to extract your goodies. You can tell if a file has been "Stuffed" by the three-letter suffix ".SIT". If you download a file, FILENAME.SIT, you'll need STUFFIT to decode it.
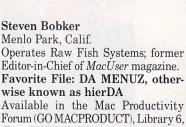
Neil Shapiro
Long Island, N.Y.
Journalist and Chief Sysop, Apple
and Macintosh Forums.
Favorite File: ORION 1.82
Available in the Mac Entertainment
Forum (GO MACFUN), Library 2,
"Arcade/Action Games." File ORION.SIT.

As the chief sysop of the Apple and Macintosh Forums, I seem to have a new favorite set of files every few weeks. But, currently, ORION leads my hit parade. Imagine piloting a spaceship that can travel at several million times the speed of light. You control pitch, yaw, direction, thrust and many other variables as you travel through an astronomically exact three-dimensional sphere of space in the local galaxy. All star positions are correct relative to each other. Each star also has a simulated solar system to explore. Individual planets grow to globes as you approach and may be orbited.

Author Robert P. Munafo has turned in a spectacular, commercial-quality game and educational device all rolled into one. All space jockeys need to blast off with this one!

Steven Bobker
Menlo Park, Calif.
Operates Raw Fish Systems; former
Editor-in-Chief of *MacUser* magazine.
Favorite File: DA MENUZ, otherwise known as hierDA
Available in the Mac Productivity
Forum (GO MACPRODUCT), Library 6,
"DAs, FKEYs, INITs." File HRDA84.SIT.

This handy INIT, or startup file, shows me all the menus of my many desk accessories (DA) without actually opening the DAs. It's a tremendous time-saver and is particularly useful when I need to adjust one of the items that is controlled by the Control Panel DA. Normally, selecting the Control Panel DA means waiting for the Mac to check to see which items to include in the scrolling list.

Using DA MENUZ, I simply pull down the Apple menu, select Control Panel, then slide over to the submenu that automatically appears and select the exact control I require. And, presto, I'm there.

In my work as a reviewer and tester, I'm always checking things and turning things on and off in the Control Panel. This gem saves me between one-half hour to an hour a week. That means it's worth literally thousands of dollars a year to me and it's free. Jorg Brown, known in the Macintosh forums as "JBX," developed it.

Dennis Brothers
Cupertino, Calif.
AppleLink Project Leader, Apple Computer; Author of MacTEP and MicroPhone.
Favorite File: VISION.LAB
Available in the Mac Design Forum (GO MACDESIGN), Library 9, "Graphic Tools." File VISLAB.

STEVE CASTILLO

VISION.LAB allows me to look at files in a multitude of graphic formats available on CompuServe without necessarily owning the applications that create those formats. It's also handy for translating between formats.

I find it particularly useful for viewing batches of graphic files I've just downloaded from CompuServe. Ever notice how many different graphic formats are used in the R-rated picture libraries? VISION.LAB was written by John Raymonds.

Rob Hahn
Los Angeles, Calif.
Contributing Editor, *Macworld* magazine; Feature film camera operator for such films as *Midnight Run, I Love You to Death* and *Havana.*
Favorite File: MINIWRITER 1.6
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 6, "DAs, FKEYs, INITs." File MINWRT.SIT.

This desk accessory, developed by David Dunham, has been around for ages and is a terrific little text editor. It's fast, especially at printing, and well suited for online communication because it can convert "smart quotes" to straight quotes and will eliminate foreign-accented characters.

I archive many messages from CompuServe, and MINIWRITER is the way I read those messages. I have a macro that calls up the desk accessory, which allows me to quickly open any text file. Used in conjunction with BOOMERANG, the combination can't be beat for everyday perusal of information saved from CompuServe.

Richard Scorer
Santa Clara, Calif.
Software Engineer, Claris Corp.
Favorite File: LAUNCHER
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 7, "Utilities." File LAUNCH.SIT.

STEVE CASTILLO

LAUNCHER is the most helpful piece of freeware I have downloaded from the Apple and Macintosh forums. Although simple in idea, its execution and implementation are excellent. The idea is that you can create a file which, when run, launches another application. You can also "attach" a document to be opened automatically.

Developed by Bill Steinberg, LAUNCHER overcomes certain limitations that I run into at work every day. I have my applications in one place and my documents scattered all over. The documents are usually deep within folders, and I don't necessarily want to open all the folders to run my application.

LAUNCHER also enables me to set startup applications in a far superior fashion to Finder. Since it can run across volumes, and Finder's startup command cannot, I can run many applications at startup which are not necessarily on my boot disk.

Henry Norr
San Francisco, Calif.
Group Editor/News, *MacWEEK.*
Favorite File: CLIPPER 1.5/1.6
Available in the Mac Productivity Forum (GO MACPRODUCT), Library 6, "DAs, FKEYs, INITs." File CLIPPE.PIT.

A free FKey written by Lofty Becker, CLIPPER is a favorite of mine because it offers a straightforward solution to one recurring problem: how to clean up text that has embedded carriage returns so I can use it in a word-processing program with word-wrap. For a long time, I had to resort to a tedious multi-step search-and-replace routine to get rid of unwanted returns while preserving those that represented genuine paragraph breaks. Then I discovered CLIPPER.

Now all I need to do is get the text onto the standard Mac clipboard, press a few keys and paste, and I am all set.

CLIPPER can also be used conversely—to enter returns (and straighten out typographers' "curly" quotation marks) in text being prepared for transmission via CompuServe.

I stick with CLIPPER because it's simple, it's free, as an FKey it's always at hand, and it has proven absolutely reliable. To me, this program exemplifies some of what's best about an online service such as CompuServe: If you have a problem, the odds are pretty good that you can find a solution here.

Patrick J. McKeand is a free-lance writer, desktop publisher and communications consultant based in Indianapolis. His CompuServe User ID number is 76004,3124.

Sift Through Stacks of Magazines and Files in Seconds

Get to the Point Click

by John Edwards

Keeping current on new Macintosh products can be a full-time job. There are countless books, magazines, journals, newsletters and newspapers offering plenty of sage advice. But sifting through all of this material to find the information you need can waste the very time your Macintosh was designed to save.

The best way to keep in touch with the ever-changing Mac scene is to tap the power of your computer and CompuServe.

Ziff Communications

Ziff Communications' Computer Library (GO COMPLIB) is currently comprised of two services: Computer Directory (GO COMPDIR) and Computer Database Plus (GO COMPDB). Ziff-Davis also plans a Macintosh-oriented service based on its successful *MacUser* and *MacWEEK* publications.

▶ **Computer Directory**

For Mac users, Computer Directory is *the* time-efficient tool for data on specific Mac-related hardware and software. Each product listing includes the manufacturer's name, key specifications, compatibility information and pricing data. Company listings include local address, telephone numbers (including toll-free and fax numbers when available), annual sales figures, top executives, number of years in business and types of products made (for most listings).

Users can initially conduct searches using any of four primary criteria: product category, words in product listings, words in the name of a product manufacturer or words in the name of a product. The search can then be narrowed by different methods depending upon the initial search criteria selected. You can shorten the process by using search expressions.

For example, say you're in the market for a new word processor and want to find out what Mac-compatible products are available for less than $150. A product category search conducted at press time showed that Computer Directory contains 22,912 software applications and 702 word processing-related programs. Narrowing the search by system compatibility showed 64 Mac word processing packages, spelling checkers and related programs. Further restricting the search to programs costing less than $150 revealed 15 software products.

Computer Directory has a $24 per hour connect-time surcharge in addition to usual base rates. There also is a charge of $1 per menu of matching products or manufactur-

ers and 25 cents for each full product or manufacturer listing.

▶ **Computer Database Plus**

Computer Database Plus is your gateway to the world of Mac publishing, covering popular magazines, newspapers, and professional and trade journals, including such stalwarts as *MacUser* and *MacWEEK*.

Like Computer Directory, Computer Database Plus offers a variety of powerful search methods. Nine search techniques allow users to precisely target needed information in a hurry. Every article retrieved by the service contains either an abstract or the full article text; many offer both. Currently, about half of the references in Computer

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Mac References

Computer Directory—Provides instant access to specifications of more than 55,000 computer-related products and detailed information on more than 9,500 manufacturers. Updated monthly. (GO COMPDIR)

Computer Database Plus—Provides current, comprehensive coverage of major computer industry publications. Contains approximately 135,000 articles from 1987 on from 130 magazines, newspapers and journals. Updated weekly. (GO COMPDB)

Macintosh File Finder—A comprehensive keyword-searchable database of file descriptions from Macintosh-related forums. (GO MACFF)

Executive News Service—A news clipping service providing access to The Associated Press, United Press International, Reuter's Financial Report, *The Washington Post* and OTC NewsAlert (GO ENS).

Database Plus contain the full text.

Computer Database Plus can be used to complement the material contained in Computer Directory. For instance, during my search for inexpensive Mac word processors, I spotted Microsoft Write. Although the Computer Database Plus listing showed that the software met my basic needs, it didn't tell me how the product stacked up against its competitors.

Turning to Computer Database Plus, I asked the service to look up all of the recent full-text articles on Microsoft Write. After searching the database by product names, within a matter of seconds, I received a menu containing 11 references to the software—from *MacUser*, *MacWEEK*, *The New York Times*, *InfoWorld*, *Publish!* and *Small Computers in Libraries*. Sadly, none of the publications felt Microsoft Write was a good buy. *MacUser* said I should opt for the more costly Microsoft Word package.

Computer Database Plus has a $24 per

hour connect-time charge over regular base rates. There's a $2.50 charge for each complete record (includes abstract and full text) and $1 each for abstracts only.

Macintosh File Finder

As savvy users know, many of the best Mac software products exist in the public domain and shareware realms. The trick lies in being able to locate these programs, since most aren't heavily advertised or publicized. The Macintosh File Finder (GO MACFF) provides a powerful surcharge-free tool for finding applications and other files hidden in the libraries of CompuServe's Mac-related forums.

File Finder is a snap to use. It offers the potential to save a lot of time, since it eliminates the need to visit the individual libraries in each forum. The service allows you to search for files by keyword, submission date, forum name, file type, file extension, file name and file submitter. If your search specification returns an unwieldy number of files, the service gives you the option to narrow your search. When a file is found, File Finder returns a variety of information, including the file's library location and a short description of its features.

For example, after using Computer Directory and Computer Database Plus, I finally decided I'd try to obtain an inexpensive shareware word processor. I entered the keyword "word processing" into File Finder. File Finder quickly returned with a list of eight files, including JOLIWR.SIT. The member who uploaded the software described it as "quite simply the finest word processor, desk accessory and text-editor I've seen."

Executive News Service

A great way to stay up-to-date on breaking Mac news stories is to create a Mac-oriented clipping folder on the Executive News Service (GO ENS). ENS, on the Executive Option, is a powerful news clipping service that carries up to 7,000 stories a day drawn from the major newswires.

An ENS folder including the keyword "Macintosh" commands the service to automatically scan all incoming stories for references to Apple's leading computer line and place them in your folder for examination at your convenience. ENS carries an hourly surcharge of $15 per hour at all times over connect-time rates.

John Edwards is a contributing editor of CompuServe *Magazine. His CompuServe User ID number is 70007,412.*

Sysop Recaps People Who Made Community Great

Mac Moments in Time

by Robert Wiggins

When Neil Shapiro organized a weekly meeting of Apple II users on CB Simulator, he never dreamed that one day his full-time job would be managing 11 Apple-related forums.

The MicroNet Apple Users Group (MAUG™) that met Sunday nights in CB—and in 1980 became one of the first CompuServe forums—has grown into the Micronetworked Apple Users Group, spanning two Apple II/III forums, seven Macintosh forums and two Apple vendor forums.

MAUG has become an online community and several milestones there have made news in the world beyond the forums.

1983: Growing Forum Lures 'Woz'

MAUG had developed into a solid users group, and Chief Sysop **Neil Shapiro** added **Bill Cook**, **Bill Steinberg** and **Shawn Goodin** to the sysop roster of the forums (all three are still with MAUG).

In October, MAUG hosted Apple Computer co-founder **Steve Wozniak** in an online conference. The first of many conferences with major players from Apple, it attracted a large audience as Woz told stories and answered questions.

1984: Birth of the Macintosh

Apple introduced the Macintosh, changing the face of computing (and the face of MAUG) forever. Initially, MAUG added a Macintosh section, and some expected it to remain as static as the Lisa section. They were in for a surprise.

Sysop **Dennis Brothers**, who had just purchased a Macintosh, was annoyed that he could not use it to access CompuServe. Brothers tried to get assistance from Apple and from Microsoft (publisher of BASIC) but to no avail. So he solved the problem himself. The result: MacTEP, the first generally

available terminal program for the Mac in BASIC. Brothers uploaded it to CompuServe as freeware for MAUG.

TIME **magazine** considered this philanthropy worthy of an article. From Brothers' machine language subroutines came **Alph Miller's** RLMTEP, a MAUG community programming effort called MAUGTEP and the first version of **Scott Watson's** Red Ryder—a shareware legend still available under the name White Knight.

Since transferring binary files was not possible with MacTEP or any of its progeny, MAUG's **Bill Davis** devised a BASIC program, BinHex, to convert binary data into hexadecimal characters the TEPs could handle. MAUG's **Yves Lempereur** later made several improvements on BinHex.

MacPaint creater **Bill Atkinson** and computer columnist **John Dvorak** appeared in conferences.

1985: Developing MacBinary

By 1985, the Macintosh had a strong foothold both online and in the marketplace, causing the MAUG Forum to split into a Macintosh forum, an Apple Developers' forum and an Apple II/III forum.

Several stand-alone terminal programs not requiring BASIC were finally available. Yet, transferring Macintosh binary files was still problematic and required that the files be processed with BinHex. MAUG hosted a conference to establish a standard for transferring Mac binary files. **Scott Watson**, **Dennis Brothers**, and representatives from Apple Computer, Hayes and other companies attended. Even sysops from other networks were invited to help hammer out the MacBinary format, which made history as an industry standard.

Andy Hertzfeld, one of the developers of the Macintosh, made a guest appearance

Neil Shapiro

FRANK LUSK

Dennis Brothers

STEVE CASTILLO

Scott Watson

BRADLEY BRUCE

in an online conference.

Sysop **Bill Cook** led an online auction of donated equipment to raise money for Ethiopian famine relief.

MAUG's sense of community was further enhanced when a half-dozen members appeared on **The Phil Donahue Show** to talk about telecommunications.

Bob Perez wrote VMCO (Visual/Voice MAUG COnferencing), a program that let users display iconic faces to other MAUG members and "speak" (using Macintalk) when in conference.

Key people at Apple Computer had discovered the CompuServe Macintosh forums and joined in forum activities. **Dan Cochran**, of Apple's Developer Services group, and **Guy Kawasaki**, then head of Apple's Evangelism group, were among the first to realize that Apple could use CompuServe and MAUG to keep in closer touch with their developers and customers. Cochran and Kawasaki were frequent visitors, appearing as special conference guests and often dropping in for impromptu chats.

1986: John Sculley Comes Online

MAUG also caught the fancy of another Apple employee, **Joe Hutsko**, one of Apple chairman **John Sculley**'s aides. Hutsko introduced Sculley to CompuServe and MAUG, leading to five historic conferences in 1986-87:

The World's First Online Product Announcement: The announcement of the Macintosh Plus at MacWorld Expo.

The World's First Online Stockholders' Meeting: the annual Apple Computer shareholders' meeting was held not only in Cupertino, Calif., but also simultaneously online via the Macintosh forums. Hutsko sat on the edge of the dais and typed furiously, keeping the online contingent informed as events unfolded on the stage and in the crowd—even when a disgruntled stockholder attempted to disrupt the meeting.

An Evening with Sculley: Later in the year, the "Evening with John Sculley" conference was part of a special online weekend for users group ambassadors co-sponsored by Apple, CompuServe and MAUG.

1987: Mac SE, Mac II, HyperCard, CompuServe Navigator Premiere

Mac SE, Mac II Announcements: Again in 1987, Hutsko kept his fingers busy at the roll-out of the Mac SE and II—simultaneously online and in Los Angeles.

First Online Users Group Meeting of Users Groups: Hutsko did his onstage keyboard act yet again at a Boston Computer Society meeting where Sculley spoke. Following his talk, Sculley took questions from the audience, including the online attendees.

By 1987, MAUG was making its home in seven forums. VMCO fans had a big reunion, but it didn't catch on like the first VMCO craze. **Guy Kawasaki** left Apple to form ACIUS, and used CompuServe to announce his new company and his product, 4th Dimension, via conference.

Shortly after Apple introduced **Hyper-Card**, MAUG had a conference featuring HyperCard creator **Bill Atkinson**, HyperTalk author **Dan Winkler** and **Danny Goodman**, who wrote "the book" on HyperCard.

The big event of the year was the development of a shareware program written by MAUG member **Mike O'Connor**, who wanted a Macintosh interface to CompuServe and a more efficient way to perform online tasks. His program, Navigator, caught on, and CompuServe acquired the rights, along with O'Connor's services to work on bigger and better versions.

1988: The People Make It Great

1988 wasn't a year of big news, but one event in particular demonstrates MAUG's sense of community.

On July 24, MAUG member **Dan Henderson**'s 12-year-old son, **Nathan**

Jeffrey, died of AIDS. Nathan had been shunned because of his disease, and Dan left a message asking people to learn more about AIDS and not to discriminate against innocent children. Dan's message began a thread filled with love and the sharing of grief—and a process of education for many MAUG members. Chief Sysop **Neil Shapiro** remembers the AIDS thread as one of MAUG's finest moments.

1989: Apple's Firing of Ramsey, SF Earthquake Hit MAUG Forums

MAUG was once again in the news as Sysop **David Ramsey**, an Apple employee, was fired by Apple for remarks he made in messages in the Macintosh forums. When Ramsey announced his firing in a forum message, the cry of outrage from fellow members—combined with an outpouring of emotional and financial support—became a media event. Articles appeared not only in the computer press but also in the major newspapers in the Bay Area and beyond. Apple did not change the decision, but the power of the online community was shown.

In September, MAUG hosted **Mac the Knife**, *MacWEEK's* rumor-monger columnist, in an online conference.

In October, the online community again shared tragedy as a major earthquake shook the San Francisco Bay area. Two *MacUser* editors were killed when a building collapsed on their car. One of them, John J. Anderson, was a long-time contributor to MAUG, and many of the files "JJ" uploaded are still in the Mac forum libraries. He will be sorely missed by the MAUG community.

What began with Neil Shapiro's handful of CB Simulator buddies has grown into 11 forums with thousands of members. But through it all one thing has remained constant: MAUG is about people.
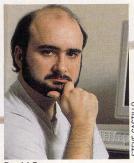
John Sculley

COURTESY OF APPLE COMPUTER, INC.

Dan Henderson

CHARLES EDWARDS

David Ramsey

STEVE CASTILLO

Fontastic Files, Templates and More

Make Your Page

by Christine Harrington

Nearly every aspect of desktop publishing for the Macintosh is supported through CompuServe. Members have access to a wide variety of programs, assistance and utilities. The following "map" will help you locate the desktop publishing resources you need.

GENERAL DESKTOP PUBLISHING SUPPORT

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
Page Layout Program Support PageMaker Support direct from the Aldus technical staff as well as knowledgeable PageMaker users. The place to go for specific PageMaker technical advice, tips, news and related files.	GO ALDUS Lib. 4-Macintosh PageMaker Sec. 4-Macintosh PageMaker
Design/Draw Program Support Adobe Illustrator News, tips and advice from experienced Illustrator users and Adobe technical support personnel.	GO ADOBE Lib. 5-Adobe Illustrator Sec. 5-Adobe Illustrator
Aldus FreeHand Here Aldus FreeHand users can get how-to suggestions, tips and helpful advice regarding advanced features, techniques, and trouble shooting.	GO ALDUS Lib. 5-FreeHand Tech Q's Sec. 5-Aldus FreeHand
Mac Page Layout Programs in General Macintosh Art and Design Forum is *the* place for Mac desktop publishers to visit. Whatever the page layout program, whatever the problem, someone here can help.	GO MACDESIGN
General Desktop Publishing Geared to the "high-end" user, the new Desktop Publishing Forum is home for "publication quality" high-resolution scans, art and type.	GO DTPFORUM
Layout Templates	Lib. 2-DTP Templates
MacDTP Stuff	Lib. 5-Mac DTP Utilities
Demos & Reviews	Lib. 12-Demos and Reviews
Member Samples	Lib. 13-Members' Samples
Personal Publishing Magazine	Lib. 16-Personal Pub. Mag.
Page Layout Program Related Files Templates, filters, HyperCard stacks, kerning tables, hints and product description files.	GO MACDESIGN Lib. 7-DTP Templates
DTP-Related Vendors TENpointO, (Focal Point II)	GO APVENA
Aldus Corp. (PageMaker, FreeHand)	GO ALDUS
Broderbund Software Inc. (DTP Advisor)	GO APVENA
Radius Inc. (large-screen monitors, accelerator boards)	GO APVENB
SuperMac Technologies (large-screen monitors, accelerator boards)	GO APVENB
Adobe Illustrator	GO ADOBE

WORD PROCESSING

General word processing support is available to answer questions about formatting, such as how and when to clean up text files to be used in desktop publishing or on the Mac in general. Tips, filters and conversion programs are also available to help in importing text files.

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
Specific Word Processing Programs Microsoft Word (Microsoft Corp.)	GO MSAPP Lib. 4-Word for the Mac Sec. 4-Word for the Mac
FullWrite (Ashton-Tate Corp.)	GO ASHFORUM Lib. 14-FullWrite
MacWrite (Claris Corp.)	GO APVENA
MindWrite (DeltaPoint)	GO APVENA
WriteNow (T/Maker Co.)	GO APVENB
WordPerfect for the Macintosh (WordPerfect Corp.)	GO WPSG
General Word Processing Filters, comparisons, reviews, shareware programs, tips, how-to articles	GO MACPRO Lib. 2-Word Processing Lib. 6-DAs/FKEYs/INITs GO WORK
Related Information Publishing at home—general information, suggestions on hardware and software	GO WORK Lib. 8-Typesetting

TYPOGRAPHY

Two main types of fonts are available for Mac desktop publishers. "Dot-matrix" or bit-mapped fonts, constructed of a series of dots, are designed to be printed on an ImageWriter or other dot-matrix printer. Once downloaded and installed onto the Mac's System File with Font/DA Mover, Suitcase or Masterjuggler, they are ready to use.

"Laser" fonts are intended for use on a laser printer or high-resolution typesetter. They are composed of a set of mathematical instructions, usually in PostScript language, used by the printer to construct the characters at the time of printing.

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
Post-Script Fonts Adobe fonts	GO ADOBE Lib. 6-Typeface Lib/Mac Lib. 10-Typeface Lib/NFNT
PostScript or compatible fonts	GO DTPFORUM Lib. 9-Fonts
Fontgrapher fonts	GO APVENB
Shareware/public domain PostScript and bitmap fonts	GO MACDESIGN Lib. 8-Fonts
Related topics Adobe Type Manager (ATM) support	GO ADOBE Lib. 14-ATM GO ADOBE Lib. 3-Utilities

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
Utilities & DAs	GO MACDESIGN Lib. 8-Fonts GO MACPRO Lib. 6-DAs/ FKEYs/INITs Lib. 7-Utilities
Related Vendors Altsys Corp. (Fontographer, Fontastic) Fifth Generation (Suitcase)	GO APVENB GO APVENA

GRAPHICS

Graphics files are available in a number of formats on Compu-Serve. Some formats (i.e. Paint and PICT) are more universally readable by Macintosh programs. Other formats, those native to non-Macintosh computers, require special decoding or conversion before they can be viewed or used in Macintosh page-layout programs.

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
Macintosh Formats These are graphics files created on a Mac and saved in one of the standard Mac graphics formats.	
Paint Format (black & white) Includes original artwork, scans saved in Paint format and "clip art."	GO MACDESIGN Lib. 2-Mac-Paintings Lib. 3-Illustrations GO MACHYPER Lib. 5-Art
Color Illustrations Color PICT, EPS and Flex format files	GO MACDESIGN Lib. 4-Color Artwork Lib. 5-RLE/GIF Images
Black & white illustrations PICT, EPS format files, TIFF photos	GO MACDESIGN Lib. 3-Illustrations GO DTPFORUM Lib. 3-Photos
EPS line art	GO DTPFORUM Lib. 4-Line/Clip Art
Graphics/Clip Art	GO ALDUS
Mac Graphic Tools Shareware graphics programs, utilities	GO MACDESIGN Lib. 9-Graphic Tools
Conversion Programs Programs to convert mostly non-Macintosh to one or more standard Mac formats From PC Paintbrush [PCXTC.SIT] From Flex format, FlexReader [FLXR11.SIT] From GIF format GIFConverter (Mac II only) [GIFC20.SIT] Giffer [GIF106.SIT] TurboView [TRBOVU.SIT]	GO MACDESIGN Lib. 9-Graphic Tools GO PICS Lib. 3-Decoders/ Encoders Lib. 4-Format Conversion

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
GIF/RL Images These are graphics files created on other computer systems and converted to Compu-Serve's RLE or GIF formats. They require special decoding and converting (see above explanation) before being used on a Mac. GIF "clip art."	GO MACDESIGN Lib. 5-RLE/GIF Images
Large graphics files, from 33 to 256 colors. Small graphics files, 32 colors or less.	GO PICS Lib. 13-Clip Art GO CORNER GO QPICS
Graphics Help General help GIF/RLE help MAC.TXT (Macintosh user tutorial) PROGS.MAC (List of decoders for the Mac) WISGIF.TXT (Explanation of GIF format)	GO MACDESIGN GO PICS Lib. 1-Forum Info.
Vendor Support Adobe Systems Inc. (Illustrator, Streamline) Aldus Corp. (FreeHand) Ashton-Tate Corp. (FullPaint) Broderbund Software Inc. (Drawing Table) Claris Corp. (MacDraw, MacPaint) Deneba Software (Canvas, UltraPaint) Olduvai Corp. (ArtClip, Multi-Clip, Read-It!) SuperMac Technology (Pixel Paint) T/Maker Co. (ClipArt, EPS illustrations)	GO ADOBE GO ALDUS GO ASHFORUM GO APVENA GO APVENA GO APVENB GO APVENB GO APVENB GO APVENB

PRINTERS

One of the greatest frustrations in desktop publishing is the problems that can arise in printing your document, since it is often hard to know whether your document or the printer is causing the problem. Help is available in the forums listed below. If you have one of the printers listed, go to the manufacturer's forum for advice. For questions about PostScript, consult the Adobe Forum. The Adobe, MacDesign and Desktop Publishing Forums offer help in preparing documents to be printed by service bureaus.

SOFTWARE FUNCTION	GO COMMAND AND LIBRARY
PostScript printer resources and features, and information files	GO ADOBE Sec. 9-Printers/ Typesetters Lib. 9-Printers/ Typesetters GO DTPFORUM Lib. 14-Hi-Res & Printers
Service Bureaus List of service bureaus Technical questions and answers	GO ADOBE Lib. 11-Service Bureaus
Vendor Support Adobe Systems Inc. (Adobe PostScript)	GO ADOBE Sec. 4-PostScript Lib. 4-PostScript
GCC Technologies Epson Hewlett-Packard printer support	GO APVENB GO EPSON GO HP Sec. 4-Printers & Plotters

Christine Harrington, a Macintosh desktop publishing enthusiast, is a free-lance writer and editor based in Columbus, Ohio.

GO Online for Macintosh Help

by Maura J. Mackowski

Macintosh users have an exciting assortment of vendors and help sources on CompuServe. Whether you need advice on a particular software package or would like to browse through software libraries in search of tips and tutorials, several forums are at your command. Besides those listed here, help and advice can be shared in the Macintosh Forums (GO MACINTOSH).

MANUFACTURER AND FORUM	GO COMMAND
ACIUS	
ACIUS Forum	GO ACIUS
ACTIVISION (TENpointO)	
Apple Vendor A Forum	GO APVENA
ADOBE SYSTEMS INC.	
Adobe Forum	GO ADOBE
ALDUS CORP.	
Aldus Forum	GO ALDUS
ALTSYS CORP.	
Apple Vendor B Forum	GO APVENB
APPLE CORP.	
Hypertext Forum	GO MACHYP
ASHTON-TATE CORP.	
Ashton-Tate Forum	GO ASHFORUM
Ashton-Tate Support Library	GO ASHTON
BORLAND INTERNATIONAL	
Borland International	GO BORLAND
Borland Applications Forum	GO BORAPP
Borland Programming Forum A	GO BPROGA
BRODERBUND SOFTWARE INC.	
Apple Vendor A Forum	GO APVENA
CE SOFTWARE TECHNOLOGY	
Apple Vendor A Forum	GO APVENA
CLARIS CORP.	
Apple Vendor A Forum	GO APVENA
COMPUSERVE	
Navigator	GO NAVIGATOR
Macintosh Productivity Forum	GO MACPRO
CREATIVE SOLUTIONS	
Creative Solutions Forth Net	GO FORTH
DENEBA SOFTWARE	
Apple Vendor B Forum	GO APVENB
FIFTH GENERATION	
Apple Vendor A Forum	GO APVENA

MANUFACTURER AND FORUM	GO COMMAND
JASIK DESIGNS	
Apple Vendor B Forum	GO APVENB
LOTUS CORP.	
World of Lotus	GO LOTUSA
MAINSTAY	
Apple Vendor A Forum	GO APVENA
MICROSEEDS PUBLISHING	
Apple Vendor B Forum	GO APVENB
MICROSOFT CORP.	
The Microsoft Connection	GO MSCON
Microsoft Applications Forum	GO MSAPP
Microsoft Systems Forum	GO MSSYS
MONOGRAM SOFTWARE	
Monogram Software Forum	GO MONOGRAM
NANTUCKET CORP.	
Nantucket Forum	GO NANFORUM
Nantucket Reference Center	GO NANTUCKET
NOVELL INC.	
Novell NetWire	GO NOVELL
OLDUVAI CORP.	
Apple Vendor B Forum	GO APVENB
OPCODE SYSTEMS	
Apple Vendor B Forum	GO APVENB
SOFTWARE VENTURES	
Apple Vendor B Forum	GO APVENB
STAX!	
Apple Vendor B Forum	GO APVENB
STONE EDGE TECHNOLOGY	
Apple Vendor A Forum	GO APVENA
SUN MICROSYSTEMS (TOPS Division)	
Apple Vendor A Forum	GO APVENA
SUPERMAC TECHNOLOGY	
Apple Vendor B Forum	GO APVENB
SURVIVOR SOFTWARE	
Apple Vendor A Forum	GO APVENA
SYMANTEC CORP.	
The Symantec Forum	GO SYMANTEC
T/MAKER CO.	
Apple Vendor B Forum	GO APVENB
WORDPERFECT CORP.	
WordPerfect Support Group	GO WPSGB
WORKING SOFTWARE	
Apple Vendor B Forum	GO APVENB

Maura J. Mackowski is a St. Louis-based free-lance writer and MacPlus owner who specializes in business and high-tech topics. Her CompuServe User ID number is 71571,330.

in a variety of ways, including electronic transmission of entire databases via tape, time-sharing services, PC-to-PC transfer, mail, fax, telephone and courier. "We accept the data in any format convenient to the supplier and then input it into our system," says Alpert. Daily forecasts are received in the form of complete statistical summaries covering all companies followed by a particular brokerage house, files in a computer-readable format, research reports on individual firms and entire industry sectors, and LJ&R update forms.

To ensure timeliness and accuracy, estimates are checked with a two-step process. First, a data entry procedure is designed to assure that all forecasts are reported on a comparable basis. Specifically, LJ&R personnel scrutinize the data to determine whether the earnings projected are primary or diluted, if adjustments have been made for stock splits, if non-recurring items are included or excluded, if the fiscal year identification is correct, and whether an agreement exists on the prior year's earnings per share. The source material is also examined for typographical errors or a misassignment of a stock's ticker symbol.

In addition, 24 diagnostic, internally generated weekly reports normally flag between 50 and 75 potential errors. One of the most useful tests is a comparison study pinpointing estimates three or more standard deviations from the mean. Others reveal stocks with the greatest changes in their means, stocks with major changes in standard deviation and quarterly surprises.

Once flagged, each is investigated. Even if the estimate in question is being published by the brokerage firm, data researchers phone the analyst to verify the numbers. "In many instances," observes Alpert, "our call will initiate a review and a revision."

News events often cause analysts to revise their predictions. LJ&R scans the daily news wires locating items that could impact earnings. When such stories are found, researchers call each analyst monitoring the firm or industry for reaction.

The outcome of this ongoing exhaustive effort is the two reports made available by 5 p.m. Sundays: the Detailed Earnings Report and the Summary Earnings Discussion (see box).

Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.

Mean, Medians...What's It All About, Alfie?

Mean vs. median: I/B/E/S calculates both a mean and median earnings consensus. To the layman, the distinction may seem insignificant. The mathematician, however, quickly reminds us that a mean is simply another name for average, whereas the median is the middle value in a distribution above and below which lies an equal number of data points.

To illustrate, let's say a stock has three estimates: $1, $1.10 and $1.20. Both its mean and median would be $1.10. Raise that $1.20 forecast to $1.50, and the average EPS climbs to $1.20 a share while the median remains at $1.10, as there is one estimate higher and lower than the middle $1.10 projection.

I/B/E/S coefficient of variation: This figure represents the divergence of opinion—the degree of disagreement—among analysts in forecasting a specific firm's earnings. Thus, the coefficient here relates only to the estimates in relation to each other, and not the broader market.

The lower this figure, the greater is the probability that the consensus estimate will be accurate. However, as economics educator Burton Malkiel discovered in a 1981 study, the higher the coefficient, the greater the expected returns. He believed that this number better measures the risk of a stock than the traditional beta calculations. Note that greater expected returns implies increased possible risk, as there is a higher chance of error. Thus, if one chooses to select stocks based on high variation numbers, it's essential to do further analysis using additional criteria.

Naive p/e ratio: This is derived by taking last year's earnings growth rate and assuming that it will continue in the future. "It may prove especially useful in looking at stable growth industries such as pharmaceuticals but should never be watched when dealing with cyclicals such as automotive and steel producers," says Richard Pucci, director of the I/B/E/S data center.

—*MP*

Straying from the Pack

Though most users of I/B/E/S-produced statistics keep to the consensus, there is a savvy group that succeeds by "arguing with the data," says Richard Pucci, director of the I/B/E/S data center. Those subscribing to that school of thought claim that, to strike it big in the market, you need not only be a good forecaster, but also must go against the crowd.

To do this, they spot I/B/E/S reports with high coefficient variations and then examine the outlying (extreme high and low) estimates. If they agree with that lone-wolf projection, they act by buying the stock if it is an optimistic one or shorting the issue if it's bearish. Their belief is that they and the analyst will, over time, be joined by the consensus in their foresighted opinion and profit with superior returns.

—*MP*

Your Summary of Summaries

Evaluating the citings from all sides is the best advantage to have when about to make a move. Thus, the Mean EPS report, presenting the consensus in relation to the market, and the Expanded Report, placing the consensus in line with all projections for the company, when viewed together and in conjunction with other fundamental and quantitative analytical tools, serve as a clincher in supporting the buy, sell or hold decision.

Summary Earnings Discussion. This easy-to-read summary presents the I/B/E/S survey consensus opinion on any requested stock. The current and next year's mean earnings are shown with projected price earnings ratios, which are then compared to those of the S&P 500 for the same period. The previous year's earnings are indicated along with a projected five-year growth rate which, once again, is shown in relation to the S&P market yardstick.

Detailed Earnings Report. In addition to the summary data, you receive the projected extremes that show the range (and the degree of consensus) among the analysts. Provided are both the consensus mean and median. Trends can be discerned by noting, for each surveyed time frame, the number of forecasts adjusted upward or downward.

—*MP*

by Jennifer Lowe

Laughing All the Way to the Bank

▶ **Meet Chuck Spear: fun guy, shoe golfer, and investment adviser.**

If Chuck Spear had answered "fear of hair" in a nationwide electronic trivia game, he might be recognized today as the West Coast champ.

But "trichophobia" stumped him, so Chuck Spear returned to his role of successful businessman and president of Spear Securities Inc., a discount brokerage based in Glendale, Calif., that offers CompuServe users online investment opportunities (GO SPEAR).

Spear doesn't fit the financial world stereotype. For one thing, he sprinkles humor and stories amid his talk of volatility and securities. For another, he likes to joke. He started "shoe golf" in his office, using a shoe as a club.
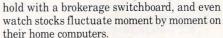
"My general counsel wears wingtips and put a big heel mark on my wall," Spear says. "It took me two bottles of White-Out to take it off."

Spear brings the same enthusiasm and energy to his work. About six years ago, he put into motion an idea that had brewed in

DAVID SESSIONS

Online trading pioneer: Spear

his mind for much of his career. Why not bring the computer and the automation craze to individual investors?

"I never lost sight of automating the process," explains Spear, who began his career as an attorney with First National Bank in Chicago, eventually overseeing its trading department. "It could simultaneously serve 2,500 users. In a typical brokerage firm, if you get six telephone calls, you're going to get one trade, and the other five are going to want quotes or information about their accounts."

With an online trading network, Spear reasoned, investors could monitor their accounts, buy and sell on a moment's notice rather than spending time on hold with a brokerage switchboard, and even watch stocks fluctuate moment by moment on their home computers.

With the backing of several companies and using various resources, Spear put Spear Securities online—one of the first electronic trading services. CompuServe began offering it last year.

Since its inception, Spear Securities has

expanded into a full discount brokerage, with customers in all 50 states and in 22 countries. *The Los Angeles Business Journal* recently cited Spear Securities as one of the city's fastest growing public companies. Although Spear diversified—about 15 percent of the company's business is online trading through CompuServe—that component remains closest to Spear's heart.

He tells of two incidents that hit home: Once a group of people handed his receptionist a note that they wanted to see him. She asked them a question, but they didn't respond. The visitors were deaf, but were users of Spear's online services. They wanted to thank Spear for a service useful to them.

Another time, Spear heard from an Australian who described himself as "being in the middle of nowhere," yet an active investor in the US securities market. Spear Securities, the Aussie said, was his way of keeping a finger in the stock market and being able to trade as if he were in New York.

"The point was well made," Spear says. "If you're remote from information sources, this is tremendous."

The online services are most advantageous to the "cerebral investor," someone who likes to invest, knows what he's doing and enjoys searching databases for information related to his investments. Still, Spear says, if you don't know much about the stock market, draw on your expertise and consider investing in companies related to it.

By its discount nature, Spear Securities does not offer full investment advice, which accounts for its low-cost commissions. Yet online traders aren't restricted to their computers; they still can telephone Spear Securities. And you can place an order anytime: if you're burning the late-night oil, just send an order in and Spear brokers will process it when the market opens.

Spear, a Cleveland native, never envisioned doing what he's doing now. If the bank hadn't recruited him from Case Western Reserve University, he might have been a trial lawyer.

He fell into the securities market and loves it—so much so that when playing golf he packs his portable phone in his bag just to keep in touch with the office.

Spear has high hopes for the continued growth of his company and foresees a boom in online securities investing. "A lot of people have said this is what we ought to be doing," he says. "And I believe they're right. It's going to happen, and I want to be there. It's a great way to deliver services of this type."

No Commissions. No Kidding.

For people who like to trade a lot, Spear Securities in January introduced an account called "Trader's Advantage," available only online through CompuServe (Option 3 on the Spear menu).

What's the advantage?

The biggest one, according to Chuck Spear, company president and the creator of the program, is that trades are made free of commission. Those with Trader's Advantage accounts can trade to their heart's content without paying one cent to a brokerage.

"You can buy and sell, 10 times a day or 10 times a year, and not be charged commission," he says.

Spear Securities has chosen 10 stocks for the program; Spear Securities is a specialist in each. The stocks (at press time) were Abbott Laboratories (ABT), Aluminum Co. of America (AA), Battle Mountain Gold (BMG), Delta Air Lines (DAL), International Business Machines

(IBM), Occidental Petroleum (OXY), Philip Morris (MO), Tandem Computers (TDM) and USX Corp. (X).

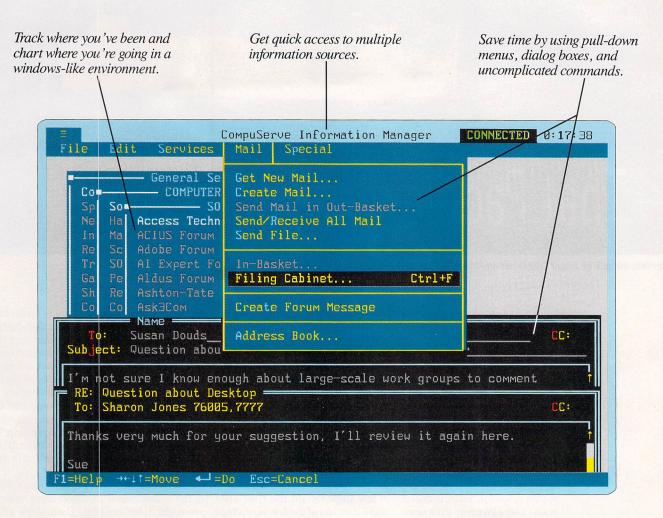Trades are executed quickly at the best price available on the New York Stock Exchange.

There are a few restrictions: Because of volatility, Trader's Advantage account holders must have a Trader's Advantage account with Spear, stocked with sufficient funds available for investing. Also, all trading is done electronically rather than supplemented with the telephone, which enables Spear to offer no-commission trading. Trading has parameters, too: A single transaction is to be no less than 100 shares or no more than 2,000 shares.

Spear sees the new program as one more way technology can help individuals. All one needs to do is take a seat before a computer.

"The electronic system can tell you—moment by moment—what's going on," Spear says.

—JL

Jennifer Lowe, a free-lance writer based in Orange County, Calif., is a staff writer for The Orange County Register.

Easy does it.

by Pat Pugh

That Paddlewheeling Feeling

Travelers embark on a tour that recaptures the grandeur of the Riverboat Era: Old-style paddleboat

Grab a leisurely steamboat ride down the Heartland's waterways in nostalgic Mark Twain style.

It is a quiet place, ignored on most maps, home to a few songbirds and a thousand memories. A solitary weathered sign might steer the extremely curious traveler to deviate from the old settlement town of Mounds, a tiny southwestern Illinois community hugging the Mississippi River.

From the sign, a rippled dirt path winds off to the east for nearly a mile to the foot of a knoll. A few steps toward the river and there it is, one of the few surviving remnants of our nation's epic migration down the Ohio River. A mound of rocks, lying above the reedy shoreline, marks a 200-year-old campsite, mute testimony to the old keel and logboats that made their way along the river and across a continent to shape our population patterns and even our national character.

Most visitors to such unusual sights simply stumble onto them ("To River Mounds," the lone sign announces), so little known are they beyond this rural township. Such landmarks are one-of-a-kind surprises that await travelers who actually venture off the high-speed interstate system or who opt for a riverboat cruise along our nation's historical waterways.

"A steamboat is as beautiful as a wedding cake—but without the complications," Mark Twain once observed. In Twain's day, Ameri-

ca's waterways were the country's ever-busy highways, churned by some 11,000 paddlewheelers transporting goods and carrying passengers from port to port. Sleepy villages awakened to the call, "Steamboat's a comin'!" Its arrival, with whistle fiercely blowing and calliope playing, was a grand excitement.

The grandeur of the Great Steamboat Era has passed, but its traditions are carried on by the Delta Queen and her sister ship, the Mississippi Queen, the last of the truly authentic riverboats and America's link to a former period.

The legendary Delta Queen (circa 1926) is the oldest vessel in the country offering overnight river cruising. Both ships afford today's vacationer the chance to take a nostalgic journey into the past while encountering the soul and natural beauty of our heartland. The steamboat is a slow-moving mode of travel, and because it can dock along its route, passengers can hop off easily and discover parts of the American landscape few drivers and no fliers will ever know.

"If you stop thinking of America as all highways and start thinking of it as rivers," says Garland Shewmaker, captain of the 1,650-ton sternwheeler Delta Queen, "you get a lot closer to the country." Reliving the romantic days of steamboating, with the added glamour of its river towns, is a festive alternative to foreign travel. This is one cruise where the language spoken is English, where the cuisine served is 100 percent American and the currency used is the US dollar.

For those who choose a west-to-east itinerary, for example, a voyage begins when the

Delta Queen's firm bulk eases out of its berth at the St. Louis wharf, bearing southward on the wide Mississippi. With able crew aboard and a full complement of passengers, she steers a leisurely course, bound for a meandering trip through Midwestern lore and legend.

A few miles downriver she heads around Cape Girardeau into a narrow bend of the Ohio River. Her journey is chronicled by a 20th-century Mark Twain, Captain Shewmaker, pilot and narrator, whose spiel includes informative tidbits delivered in a folksy, humorous style: "The settlement of Cape Girardeau dedicated a $166,000 concrete and cobblestone amphitheater so the townspeople could enjoy the festivities when the Queen docks." And in the same breath, he points out that "Ol' Muddy" is chock-full of catfish. "They call 'em suckers down in New Orleans . . . why they even ship 'em to California." And he sprinkles his images with a dash of cold fact: "A person who gets left behind will have to grab a taxi to our next port of call. Of course," chuckles the captain, "we warn all those ashore with a hefty tug of the whistle plenty of time ahead."

During a cruise, passengers scan the riverscape and also get a quick course in US steamboat history. They learn that the Delta Queen's calliope music comes from 32 gold-plated steam-powered whistles and that the US Postal Service has recently issued a set of four Currier & Ives steamboat prints that capture the glory of the uniquely American boats.

A riverboat run along the Ohio brings rich Midwestern landscapes into focus. When the Queen rounds the bend at Cairo, Ill., a slight turbulence is felt as she enters the surging waters of the Ohio. But for most of its course, it's a placid float. It takes you under dozens of bridges, alongside several Indian encampments, past hundreds of historical landmarks, and through 17 locks falling hundreds of feet for a distance of 981 miles as it floats serenely past Louisville and Cincinnati, to end upriver at Pittsburgh.

The Queen navigates the same course where thousands of wooden canoes and dinghies rowed and poled along this river from the 1800s on, carrying the hopes, fears and furnishings of immigrants from the east, only to disappear into the maelstrom of the Mississippi on their way west.
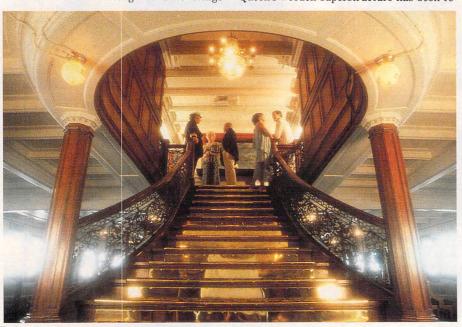
The Ohio River trail began at Pittsburgh, at the meeting of the Allegheny and the Monongahela rivers, where exaggerated stories from the published diaries of missionaries and explorers told of the fertile soil that awaited the hardy pioneers beyond. Many of the thousands who traveled this route were the very first pioneer families, settling finally in Indiana, Illinois and Missouri. The Ohio River was another means to an end, like today's interstates without the E-Z Off-On Exit signs.

Those early-day riverboaters spent months covering the 700 miles between Cincinnati and St. Louis. Today, Delta Queen passengers do it in five days, as the Queen churns along between seven to 10 mph, and watch waterfowl and a variety of passing boat traffic from the comfort of a deck chair. The Queen's wooden superstructure has been re-furbished many times; her steam turbines beat as youthfully as when she first set hull to water 69 years ago. And despite her years, the old dam runner is richly outfitted in teak and mahogany, with brass railings and crystal chandeliers in her dining room and foyer.
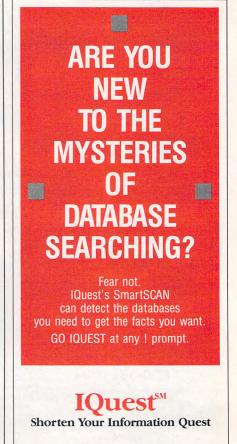
Late May through August, temperatures in Indiana and Ohio rise to 85 degrees, and visitors bask in the sun. The Delta Queen travels year-round on the Ohio River, but in September and October a cruise is made even more rewarding by Mother Nature's riot of color. She pulls out her palette and lavishly splashes the Ohio valleys with heady combinations of red and gold. A particular stretch on which to enjoy the fall foliage is the 470 miles winding northeast from Cincinnati to Pittsburgh.

Cincinnati was once the hub of riverboat travel, with boats arriving and departing almost every hour at her Public Landing. Today the Queen City, as Longfellow called it, remains a proud and grand tradition, exemplified by its annual Riverfest Celebra-

Teak and mahogany line the walls of this traveling hotel: Interior staircase

tion with its park and floating restaurants.

A good place to begin a tour of the city, on foot or by horse-drawn carriage, is the revitalized business district, which is surrounded by a thriving complex of new offices, skywalks and plazas.

The modern Westin Hotel provides a striking backdrop to the splendid bronze Bavarian fountain that is the focal point for downtown. The Taft Museum houses the world's largest private art collection, and situated at Sixth and Vine is the magnifi-

cently restored Cincinnatian Hotel, originally built in 1882. Guided shore excursions provided by the Delta Queen Steamboat Co. are available from $8 to $25.

Other ports-of-call, such as Louisville, Ky. (where you can retrace the star of the Lewis and Clark trail), provide fascinating glimpses into the past and a chance to explore points of interest along the river.

The main attraction at the port of Louisville is across the river at Jeffersonville, Ind., a town famous for its shipbuilding. The Howard Steamboat Museum (812/283-3728; admission $2.50) is a must-see for its wonderful displays of original mid-Victorian furnishings and stained-glass windows. Further out is Churchill Downs, home of the renowned Kentucky Derby and museum.
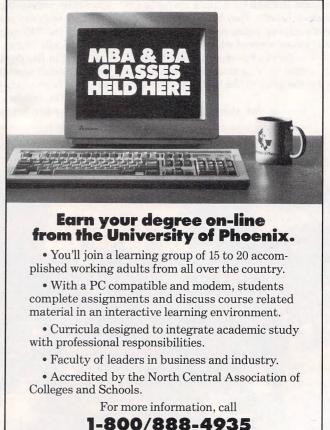
In Covington, there is an historic German neighborhood known as Main Strasse. Its centerpiece is the 100-foot Carroll Chimes and Bell Tower in Goebel Park. There is no admission, and information is available at the North Kentucky Visitors Center, 605 W. Philadelphia (606/261-4677). On the outskirts of the city, the Oldenberg Brewery (606/341-2804; at I-75 and Buttermilk Pike Exit) is open to the public for free tours of its brewery memorabilia collection, the world's largest. Visit the adjacent pub and sample a pint of its ale. ◀

Passengers prepare to reboard ship: Whistle-stop for scenery's sake

Formerly special sections editor for The Houston Chronicle *and columnist for* The Omaha World Herald, *Pat Pugh is a free-lance travel writer based in Houston, Texas.*

Filling Up Your Amidships

You're risking your waistline when you opt for a cruise vacation, and if you choose a Delta Queen steamboat itinerary, then heaven help you. It's a fact that the invigorating experience of cruising the Ohio River contributes to overeating.

Memories of a glorious five days bore down to a potpourri of gastronomic relishes. One day there was crab-shrimp cocktail, set in ice for lunch, and dry-roasted duck wrapped in a cranberry couli; on another day, an avocado vichyssoise and Canadian cheese soup. There was even a gumbo that was almost too good; we hesitated, briefly, giving a moment's grace to Creole cooking.
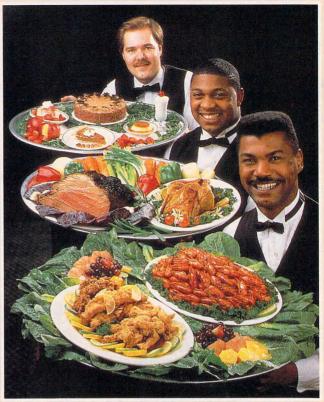
An extra bonus on any cruise vacation is the nightly midnight buffet. The Queen's chef lays out an unbelievable cold spread laden with seafood, roast beef and a variety of delectable finger sandwiches.

Time spent steaming down the river is filled with card-playing and riverboat bingo; some fly kites off the rear of the ship or chat with fellow passengers on deck or in the ship's three lounge areas.

A fascinating option is to explore the engine room and see the complex gears and intricate steam-pipe system that propel the regal paddlewheeler. Evenings are music-filled, with live entertainment, sing-alongs, contests and, of course, steamboat Dixieland Jazz. As the lovely hostess it is, the Queen doesn't lack for special experiences.

Accommodations vary from deluxe to modest, depending on room location. Double and single rooms and suites on the upper decks command higher prices, but all are comfortably furnished in 19th-century style and include private showers.

This year the Delta Queen Steamboat Co., the oldest cruise line in the United States, celebrates 100 years of continuous operation and will offer numerous special theme journeys. For a 65-page color anniversary catalog, con-tact Delta Queen Steamboat Co., 800/ 543-7637.

The Delta Queen's meals are oft-celebrated: Gastronomical delights

Like the Old Days, But Faster

If snaking down the Ohio or Mississippi Rivers on a steamboat sparks your adventurous nature, you can plan this unique vacation with the help of CompuServe's many travel services.

In addition to booking your airline and car-rental reservations online through the OAG Electronic Edition (GO OAG), Travelshopper (GO PARS) or Eaasy Sabre (GO SABRE), you also can make your hotel reservations in Cincinnati, Louisville and surrounding areas.

Since a steamboat trip is also a trip back in time, why not also select a hotel that reflects this? The ABC Worldwide Hotel Guide (GO ABC) features listings for several stately old hotels that offer the latest in modern amenities. The Cincinnatian Hotel, a European-style structure built in 1882, is on the National Register of Historic Places and is one of the oldest hotels in the country. Louisville's Seelbach Hotel, erected in 1905, features guest rooms with four-poster carved beds, marble baths and 18th-century mahogany reproduction furniture.

If you want to know more about unusual, out-of-the-way places to visit in the Midwest, check the Travel Forum's Library 1, "United States" (GO TRAVSIG). A directory of offbeat sights in the midwestern United States, including Illinois, Indiana and Ohio, is in the file GTLAKE.TXT.

The federal government also provides useful travel information, and you can locate just the source you need through Information USA/ Travel (GO IUS-1663). The database will tell you the government agency that you should con-tact for free or low-cost travel and safety guides, maps and more. Specific information on boating, boating lessons, boating on the St. Lawrence River and boating on the nation's wild rivers is offered.

—Cathryn Conroy

by John Edwards

Joe Isuzu, Eat Your Heart Out

CM's Personal Business Credo:
It's our business to help you achieve your personal best. Wise consumer. Time watcher. Intricate researcher. Savvy politico. Grown-up kid. You've got the need, we've got the gear; it's all right here.

▼

Buying a Car?
Be Wise and Beware

▼

Corporate America:
Get Wellness Soon
page 41

▶ **With a little online legwork, you can make the car salesman talk turkey instead of tax and title.**

Each year, approximately five percent of the US population buys a new car, reports J.D. Power and Associates, an Agoura Hills, Calif.-based auto industry research company. While there's no way of telling how many of these people are adequately prepared to do battle with car salesmen, the widespread feeling both inside and outside the industry is that most Americans negotiate their purchases armed with little more than a few manufacturer-produced brochures.

"Besides a house, a new car is the most expensive purchase the average person makes," notes Steve Parker, host of Mutual Radio's *America on the Road* program. "It's amazing how little effort people make to educate themselves about cars before they enter the showroom."

Parker believes that an educated car buyer is a prepared car buyer. "The most important thing about walking into an automotive showroom is the research you've done before," he says. Parker notes that while "buff books" such as *Car & Driver* and *Motor Trend* can be valuable research tools, online services offer car shoppers the most power and flexibility.

Parker is a member and frequent user of the Motor Sports Forum (GO RACING). The forum's Message Section 16, "Motoring Topics," is an online meeting place for car enthusiasts, industry experts, auto company employees and ordinary individuals looking for information on specific car models.

"Motoring Topics is a place where you can ask questions about the particular cars in which you're interested," says Michael Hollander, forum administrator. "We have people online from Chevrolet, Ford, Nissan, Alfa-Romeo and other companies. People can ask a question about a particular vehicle and get an answer within 24 hours. You type GO RACING to get there, but not all of the sections in the Motor Sports Forum are racing-oriented."

Another indispensable car shopping resource is the New Car Showroom (GO NEWCAR). This product allows CompuServe members to view and compare the specifications and features of more than 950 passenger cars, vans, trucks and special-purpose vehicles. Users can look at models individually or in a side-by-side comparison. Information listings include pricing data, selected standard and optional features and key specifications for each model.

"Users can capture the information to a text file, which they can later print out and take along to the dealer showroom for comparison against what the salesman says," notes Wayne Lilly, president of Access Dynamics, the Acton, Mass.-based company that compiles the service's data.

New Car Showroom also can retrieve information on vehicles based on size, fuel economy, price and other criteria (a big help for any CompuServe members who are com-

PAUL MONTGOMERY

Used Car Price Guide

To educate yourself on the ABCs of used car wheeling and dealing, you will find wholesale and retail prices for used cars from 1978 to the present in CompuServe's Used Car Price Guide (GO UC) located in The Electronic Mall.

For a fee of $10 (plus connect-time charges), you'll receive via CompuServe Mail a used car value appraisal based on actual sales at more than 50 major auto auctions held weekly across the United States. The database prompts you for a description of the car, including the model year, make, specific model and body style.

pletely unfamiliar with existing car models). In addition, the service allows users to quickly and effortlessly calculate monthly payments, and provides car industry news briefs and crash-test data.

For in-depth car model analyses, Compu-Serve members can turn to the Automobiles section of *Consumer Reports* (GO CRAUTO). The magazine has long been recognized as the nation's leading independent authority on new car shopping. Its online reports are derived from *Consumer Reports'* April auto issue.

The online service allows users to search for information on specific vehicles by model year, make/manufacturer, size/type, reliability, models recommended by Consumers Union, city gas mileage and model. If desired, searches can be narrowed by applying multiple criteria. Or searches can be broadened to expand the range of vehicles selected.

Three types of reports are provided: Summary Judgments, Road Tests and Frequency of Repair charts (although some reports are not available for all cars). Summary Judgment reports contain Consumers Union's review of a particular vehicle. Road Test reports provide a comprehensive evaluation of a particular car. They include several specific areas, including engine and transmission, handling and braking, comfort and convenience, and safety and reliability. The

Frequency of Repair charts detail the repair experience of Consumers Union members in 17 vehicular trouble areas. Repair records for the previous six years (excluding the current model year) are presented in tabular form.

Online car shoppers also have the option of going directly to the car manufacturer for

information via The Electronic Mall. Buick (GO BU), Ford (GO FMC) and Nissan (GO NI) all operate CompuServe "showrooms." Savvy car shoppers find these services a time-efficient way to collect information on specific models.

All of The Electronic Mall's car manufacturers allow CompuServe members to read detailed descriptions of current models and to order free full-color brochures. The companies also provide a variety of other services. For example, Ford offers software, videos and numerous other car-oriented accessories. Chevrolet operates a bulletin board for classic Chevy owners. Buick features an online demo library and free software. Nissan provides a dealer locator and a history of the company's racing efforts. CompuServe members should visit each manufacturer's showroom to find a complete description of the services offered.

"The average price of a car in this country is $15,000," says radio show host Parker. "But people do not research this immense purchase, perhaps out of laziness or just not knowing how to gather the necessary information. CompuServe is a wonderful way to access all the car information you'll ever need. It's a great way to save money and to find a car you'll be happy with for the next five to seven years."

The Art and Science of Haggling

Information is an important weapon in the never-ending battle to buy the best new car at the lowest possible price. But two leading automotive experts note that customers must also know how to cope with car dealers and salesman.

Steve Parker is host of Mutual Radio's *America on the Road* program. Michael Hollander is forum administrator of the Motor Sports Forum (GO RACING). Both men agree that the relationship between car buyers and sellers is complicated and often fraught with psychological overtones.

"The biggest mistake people make is that they buy a car after visiting fewer than three showrooms," says Parker. "The experience of car shopping is so bad for most people that they just toss in the towel. For many buyers, it's tantamount to an impulse buy."

Hollander observes that most car shoppers put themselves in an unnecessary state of panic. "No car salesman is altruistic, but no salesman who has been at a dealership for more than about a year is a rip-off artist,

PERSONAL BUSINESS

either. The dealer will no longer tolerate that because the manufacturer will no longer tolerate that," he says.

"The most important thing when you walk into a dealership is how comfortable you feel," says Parker. "If you feel any pressure or if you feel uncomfortable at all, immediately walk out."

Hollander agrees. "When you go into the dealership, it's a two-way negotiation. You still have the bottom line, which is that you can walk out the door and not buy anything. If you can always keep that in mind, you're going to be able to better negotiate for your vehicle," he says.

Parker says customers should ignore window stickers and any so-called "dealer invoices" the salesman may trot out. "Take the Chrysler TC Maserati, a car they've had a lot of trouble selling. What most people don't know is that there is a $6,000 factory-to-dealer incentive on that car. So they can show you an invoice for $35,000, but they're not going to tell you that as soon as they sell

the car they get a check from Chrysler for $6,000."

Parker and Hollander agree that selecting a dealer is almost as important as choosing a model and manufacturer. Parker advises shoppers to visit a high-volume dealer. "Most people don't believe it, but the dealerships that sell the most cars generally have the best prices." Hollander says, "The best way to select a dealer is to ask your friends. Pick the dealership that has the best reputation."

Both Parker and Hollander feel that dealer service departments are usually overlooked by customers. Notes Hollander, "You want to choose a dealership based on the service it offers. You're going to buy the car only once and you may never see the salesperson again. But you're going to see that service manager every few thousand miles for as long as your car is in warranty."

Parker feels that word of mouth is the best way to evaluate a dealer's service facility. "Go into the waiting room of the service lounge and talk to people. Speak to three or four people and you'll get a pretty good cross-section of opinions."

John Edwards is a contributing editor of CompuServe Magazine. *His CompuServe User ID number is 70007,412.*

One Who Survived— and Saved

RON DALTON

Glad he shopped around: Hannah

"I'm not a skilled negotiator," says James Hannah. "I probably wouldn't make it in a foreign market where you have to haggle your way to a deal before you buy anything." But Hannah, manager of training development and communications at Donrey Media Group in Fort Smith, Ark., wanted to buy a car. And he

wanted to make sure he bought the right car at the right price.

"It's terrible to find out that you and your friend bought the same car, but he bought it down the street for $2,000 less," says Hannah. "I didn't want that to happen to me." As a long-standing CompuServe member, he turned to The Electronic Mall for help.

First, Hannah wanted information on list prices, costs of add-ons and those often-vaguely-described services such as "dealer prep." He had seen the list of automobile services in the *Go Mall* supplement and used this information to explore Autoquot-R (GO AQ). "I'm not the type who buys a new car every few years," says Hannah. "I wanted to be armed and ready before I met 'Mr. Let's Make a Deal'."

Hannah ordered reports on several makes and models from Autoquot-R. The reports made it possible for him to get a clear picture of actual costs and dealer mark-up. "I learned what I could reasonably offer for any of the makes and models I was considering and still allow the dealer to make enough profit to pay his rent and feed his kids."

Hannah decided what he really wanted was a minivan, not a car. He selected two models that seemed well-equipped for his needs and reasonably priced. "I was interested in both the Dodge Caravan and the Ford Aerostar," says Hannah, who is currently the proud owner of a Dodge Caravan.

Hannah didn't visit a dealership until he had made up his mind. "I walked in feeling that if the dealer said 'I've got a deal for you that I can't even give my grandmother,' I would immediately know whether that was true," says Hannah. As it turned out, the dealer did offer him a fair price, and the sale went smoothly. "But some dealers are unscrupulous—or at least they have the reputations of being that way. I saved myself a lot of anxiety and uncertainty by doing a little homework first."

—Gayle Brown

by Holly G. Miller

Killing You Softly

▶ **Need advice on handling job stress? Try the Health Forum.**

On-the-job stress is nothing new, but programs to curb it date back less than a decade. Why has industry dragged its feet? Convincing top executives that pressure can be a problem was the first obstacle. Linking stress reduction to cost reduction was the second.

"The higher up you go in an organization, the less stress you find," explains Allan Stevens, administrator of the Health and Fitness Forum (GO GOODHEALTH) and an expert on the "hot" topic of wellness in the workplace. "Since top management delegates stress, an executive vice president generally experiences more stress than a president, and first-line supervisors often catch the brunt of it all. If you ask a CEO about stress he or she will say, 'I don't have any.' But the

Promotes health awareness: Stevens

manager who is next in line probably never goes home before 8 at night and doesn't see enough of his or her family."

Stevens believes that "Americans are living a lifestyle that is absolutely killing them." In response, he has redesigned the forum with a strong focus on fitness: how to achieve it, how to keep it and how to pass it on to others. His target audience is a blend of health-conscious individuals and human-resources specialists who are responsible for on-the-job health programs. To both groups he advocates wellness as a choice that often involves the ability to just say "no."

"Health promotion is nothing more than becoming aware of who you are and how your body reacts to what is placed around it," says Stevens, an Ohio State University doctoral student in preventive medicine. "People have to learn to take control of their environments."

Easier said than done? Maybe, but Stevens' nine years of experience as a consultant on employee wellness programming, stress management and the physiology of fitness convinced him that the payoff is worth the effort. Energy levels are boosted and people feel better about themselves and their jobs. In business, these results can directly affect the bottom line. Absenteeism and illness decrease as health programming increases.

"Health-care costs now equal nearly 12 percent of the gross national product," says Stevens. "I can show you research that indicates a return of up to $8 for every dollar invested in wellness. For example, it's possible to get back $4 or $5 for each dollar put into a smoking-cessation program."

Unfortunately, wellness programs are viewed as luxuries in some business circles. "One thing yet to be determined is whether or not business is going to take health promotion seriously," he says. Such a "frill" is funded when profit margins are up, but is cut when money is tight. Stevens knows this from firsthand experience—he once was laid off by a company that averted a takeover but then had to trim costs to satisfy shareholders' expectations.

The information that he shares in the forum and at seminars around the country builds a strong case for health education. His philosophy is a mix of back-to-basics common sense and cutting-edge technology. He has developed a nutrition program that will allow forum users to record their daily intake of food and calculate the number of calories and the percentage of fat, protein and carbohydrates in their diet. While a computer enables the consumer to process such intricate data, old-fashioned willpower is necessary to put the data to use.

"Americans think of themselves as fit, but they clearly can do a better job," he says. "Good health is basic living. Remember the old slogan, 'You are what you eat'? We used to laugh at that, but as we study disease, we find a lot of illnesses—including many types of cancer—are related to diet. Actually, Europeans are in much better shape than we are. They imitate Americans, but we may not be good role models. We've tried to be good models in business, but we're finding that might not be the case."

Stevens assumed management duties of

the Health and Fitness Forum in September and quickly recruited a staff that includes a practicing psychiatrist, an internist who specializes in nutrition for the critically ill and a public health educator/counselor. He also has tapped the services of colleagues from the Association for Fitness in Business. These experts will host online roundtable discussions and will be available to field questions from forum members.

The libraries, too, have been streamlined to reflect a stronger emphasis on wellness. Files are devoted to exercise equipment, fitness testing, high-fiber emphasis, health insurance, coping with stress and proper nutrition. A self-help/support library contains a list of hundreds of medically oriented bulletin boards worldwide. Stevens hopes this database eventually will expand to clearinghouse proportions and will offer users immediate contact with support groups in their areas.

"If a business owner says, 'Gee, I'm having a problem deciding where to go and what to do about an employee health program,' he can come online and we'll take it from there," he says.

Whether a user is concerned with a corporate body or his own slightly out-of-shape body, the message in the forum is the same: The time to get help is now.

"It's never too late to change," assures Stevens. "People say to me, 'I've been smoking for 40 years and, what the heck, why should I stop now?' Because your food will taste better, and you won't be as nervous. In my stress-management classes, I tell students that the best way they can decrease stress and take control of their lives is to change the things that they can change and don't worry about the rest."

The Health and Fitness Forum will show them how. ◄

Holly G. Miller, a free-lance writer and college professor from Anderson, Ind., is a contributing editor of The Saturday Evening Post *and* Indianapolis *magazine. Her CompuServe User ID number is 70007,2345.*

Big Thesaurus
It's Practical, Utile, Propitious...

Deneba Software
3305 N.W. 74th Ave., Miami, FL 33122;
305/594-6965 or 800/622-6827; Fax: 305/477-5794

Computers: Apple Macintosh 512KE, Macintosh Plus, Macintosh SE family or Macintosh II family.

Operating System: Macintosh System 5.0 or higher.

Media: Supplied on two 3.5-inch 800K diskettes; requires a hard disk or an 800K diskette drive plus a SuperDrive.

Copy Protection: None.

Required Peripherals: None.

Other Requirements: Minimum 512K memory (1MB or larger memory preferred).

Optional Items: Macintosh-compatible color video display system.

System used for test: 5MB Macintosh IIcx with FDHD diskette drive, 40MB hard disk, 45MB Sysgen MAXI RD45 cartridge drive, AppleColor High-Resolution RGB Monitor, 256-color Macintosh II Video Card and Qume CrystalPrint Publisher laser printer; running System 6.0.4 and Finder 6.1.4.
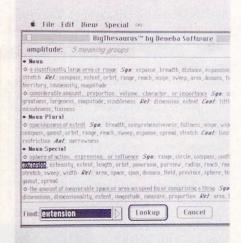
List Price: $99.95

Since acquiring a Macintosh IIcx, I've been seeking an electronic thesaurus as likable as programs I had been using on IBM-compatible equipment. Frankly, I had been disappointed by both spell checking and thesaurus functions built into Macintosh word processors. I wanted a thesaurus that would run with multiple applications, using the same menu choices and procedures throughout. Deneba Software's Big Thesaurus (version 1.0c) seems just the thing.

Big Thesaurus consists of two dictionaries, a desk accessory (DA) and an Init. Dictionaries can reside in their own hard disk folder, but the DA must be installed into the system (I used ALSoft's Master-Juggler). The Init called Big Thes Helper must go into the System folder. I'd have preferred not to add another Init to my 4MB 80-file System folder, but Big Thesaurus cannot operate without the Init.

Big Thesaurus may be called from the Apple menu like any other DA, whether another application is active or not. It will be called most often from word processing or page layout programs as the user seeks synonyms or antonyms for words in documents.

When called, Big Thesaurus adds an infinity symbol to the menu bar at the top of

Shows all related words: Big Thesaurus

the screen. That entry disappears whenever the user later tells Big Thesaurus to close or when the active application is closed.

To look up a substitute word, the user highlights a word in the original document, pulls down the thesaurus menu and clicks on "lookup selection." Or the user can set up command keys to call the thesaurus and do lookups and replacements. Within seconds, a thesaurus window appears with synonyms and antonyms for the original word. The user then highlights the desired entry and either looks up more substitutes or clicks on "replace" to automatically place the new word into the document, removing the original word.

Since it is possible to go through long chains of searches from synonym to synonym to synonym, Big Thesaurus maintains a list that provides a trail. By clicking on an entry in that list, the user can return directly to any spot on the trail.

Big Thesaurus also has a "find" operation. Here, the user types a word instead of highlighting one. Searching, matching and tracking functions are operable, but there's no "replace" since replacement simply doesn't apply. Manual searches may be performed inside or outside other applications, and they're most useful when writing where it's desirable to see alternatives before typing any word into the document.

Big Thesaurus doesn't just dump out randomly disorganized words. Instead, it groups them into parts of speech (such as nouns or verbs) and then into groups having

related meanings. The meanings are spelled out and grouped, so there's no problem finding a precise meaning wanted and a particular word that best fits the meaning. On a color-equipped system, parts of speech and types of words are color coded for visual identification.

Based on a Merriam-Webster 100,000 root-word electronic thesaurus, the program provides 1.4 million synonyms, antonyms, related, compared and contrasted words, according to Deneba Software. I wasn't about to count them, but Big Thesaurus provided useful substitutes for most common words I looked up. Specialized vocabularies aren't covered well for writers in technical and scientific fields, but the keywords are there for most business and creative writing tasks. There's no provision for adding new entries to the dictionaries, but that isn't unusual.

If Big Thesaurus has a shortcoming, it's the inability to adjust word endings when substituting words in text. Substitutes are taken from the thesaurus literally, and the program makes no attempt to construct plural, tense or other endings before doing the replacement. The user must check each replacement and adjust word endings as needed, unlike at least one IBM-compatible thesaurus program that does the job automatically.

Deneba Software says Big Thesaurus operates with more than 95 percent of Macintosh software. While it didn't work on text inserted into graphics programs, I used it with PageMaker 3.02, PageMaker Color Extension, QuarkXPress 2.11, MacWrite, MacWrite II, WriteNow 2.0, Word 4.0 and FullWrite Professional 1.1. I had no problems with any of those. But if I bounced from application to application and called Big Thesaurus from each (it shuts down on exiting applications), available memory in my 5MB machine rapidly declined until nothing was left. It looked as if memory was not being freed properly after exiting Big Thesaurus, but removing other system Inits, particularly virus detectors, seemed to help.

In all, Big Thesaurus is a usable, flexible and reasonably priced program. It's the best electronic thesaurus I've seen for Macintosh use, and it's become my choice for that computer.

Reviewed by Ernest E. Mau

Ernest E. Mau, a full-time, free-lance writer and Compu-Serve Magazine reviews editor, is based in Aurora, Colo. He is the author of several books and more than 500 articles on microcomputer products and applications.

HyperACCESS/5
Hyper-Activates Automatic Communication

Hilgraeve Inc.
Genesis Centre, 111 Conant Ave., Suite A, Monroe, MI 48161; 313/243-0576

Computers: IBM PC, PC-AT, PC-XT, PC-AT, 386, PS/2 and compatibles.

Operating Systems: MS-DOS or PC-DOS 2.0 or later and OS/2 1.0 or later (both versions included in package).

Media: Supplied on two 5.25-inch diskettes and two 3.5-inch diskettes.

Copy Protection: Not copy protected, but each diskette is serialized and will not communicate with an identical copy.

Required Peripherals: Hard disk or 720K minimum capacity diskette drive.

Other Requirements: Minimum 350K of free RAM.

Systems Used for Test: (1) 10-MHz 2MB AST Premium/286 computer with 80287 math coprocessor, Genoa SuperEGA HiRes Video Adapter, Sony Multiscan monitor and 80MB hard disk; running MS-DOS 3.2. (2) 704K Heathkit PC-150 computer (PC-XT compatible) with CGA monitor, two double-sided diskette drives, two 20MB hard disks and V-20 processor; running MS-DOS 2.13.

List Price: $199

I thought my communications programs were fine until I tried HyperACCESS/5 (version 1.0), Hilgraeve's responsive and intelligent communication program. Installation is quick and easy. The program is entirely menu-driven, has some unique features and includes a comprehensive manual.

You can automate everything with a few keystrokes. HyperACCESS/5 learns macros, commands and scripts in the menus and online. Macros are automated sequences of keystrokes. Commands perform actions in and between menus. Scripts automate use of bulletin boards and online services, and they can combine and execute complex functions, including commands and macros. Scripts can respond to events that occur during use, make decisions with conditional statements, take alternate courses of action, prompt for keyboard input and even run unattended.

In a half-hour, HyperACCESS/5 learned to log onto three bulletin boards, pick up mail, go to favorite forums, read new messages and log off. I created that script by pressing [ALT-L], performing various menu and online activities, and pressing [ALT-L] again. I assigned the script to a key, and HyperACCESS/5 compiled it and encrypted the passwords.

Scripts are loaded easily into Hyper-ACCESS/5's editor and modified. The manual includes a chapter on the HyperPilot script language and details each function.

File transfer speeds are impressive. HyperProtocol uses on-the-fly, real-time adaptive file compression as it sends files, and it boasts error-free throughput at up to five times the modem speed. Compression is switched off automatically when sending files precompressed by archiving utilities. Compression occurs automatically with all protocols except Text and CompuServe's Quick-B, and it can be toggled on and off. Other protocols supported are YMODEM, YMODEM Batch, YMODEM G, Kermit, 1K XMODEM, XMODEM CRC and XMODEM Auto. HyperACCESS/5 version 1.1 with ZMODEM will be released soon.

For direct computer-to-computer communications, I connected 10-MHz and 4.77-MHz machines, chose 19,200-baud HyperProtocol and achieved error-free transfers at 19,660 baud. However, when the 4.77-MHz machine was the receiving computer, the transfer speed was 18,500 baud. Files transfer most efficiently when both computers are at least 8 MHz. Hilgraeve claims HyperACCESS can cut transfer times for program files by 30 percent, for text files by 50 percent and for spreadsheet or database files by 50 to 80 percent.

To use HyperProtocol, each computer needs its own HyperACCESS/5 copy. Each is serialized and communicates only with a different serial number. Hilgraeve offers second copies at reduced rates and plans to distribute HyperProtocol free to online services and bulletin boards.

Communication parameters can be set globally or for each of 250 services storable in HyperACCESS/5's communication menu. The capture and playback buffer can be as large as 250K.

HyperACCESS/5 includes a powerful, easily used editor with a help screen, windows for working on two files simultaneously and unlimited file size capability. A line counter and page markers would be nice additions. Built-in file manager functions include copying, moving, renaming, sorting and deleting. Directories can be viewed and files tagged to send in batches. Other fea-

Scripts by menu: HyperACCESS/5

tures include sliding menus, point-and-shoot selections and redefinable keys.

HyperACCESS/5 also can serve as a limited BBS, sending, retrieving and redirecting files. It allows up to 250 passwords, individual setting of callers' file management and viewing privileges, and scripts that execute automatically when a caller logs on or off. The forthcoming version 1.1 will have electronic mail features.

The few negative reactions I had were minor. From the File Manager, I could not view or manipulate files. Instead, I had to choose the Options menu, then the Editor and then load the file to see it. I had to go through more menus than I liked, even to accomplish simple tasks. But both situations were remedied by having Hyper-ACCESS/5 learn an automating script. The Learn command occasionally produced a script that required editing and recompiling, but most scripts ran perfectly the first time.

I did not test the OS/2 version included in the package. Hilgraeve claims it's the first full-featured OS/2 communications program, and it supposedly runs both inside and outside Presentation Manager, uses multiple threads, supports simultaneous sessions and can spawn child processes that automatically upload and download information. Hilgraeve claims that file transfers running in the background under OS/2 are as fast as DOS file transfers. Pop-up notices indicate completion of background activities or calls received. Later this year, Hilgraeve will offer a graphics mode version to run under Presentation Manager.

You can easily customize and automate everything in HyperACCESS/5 without programming. It performs all standard communication activities, speeds file transfers and runs unattended. That means less online time, lower phone and online charges and less work. I like that.

Reviewed by Christy Brothers

Christy Brothers is a free-lance writer and has been an active member of CompuServe and several computer bulletin board services for the past eight years.

MicroFiche Filer Plus
Windows Open on Mini-Directory

Software Visions Inc.
P.O. Box 3319, Framingham, MA 01701;
508/875-1238 or 800/527-7014

Computer: Commodore Amiga.
Operating Systems: AmigaDOS and Work-Bench.
Media: Supplied on 3.5-inch disk.
Copy Protection: None.
Required Peripherals: None.
Other Requirements: Minimum 1MB memory.
Optional Items: Color monitor; second 3.5-inch diskette drive; printer; PostScript printer.
System used for test: Commodore Amiga 2000 with Amiga Enhancer Software, Kick-Start ROM 1.3, Sony CPD-1302 Monitor, Supra-Drive 80MB and 45MB hard disks (AutoBoot interface card), Chinon 3.5-inch internal disk drive, Central Coast Software's Mac-2-DOS disk drive, 4MB ProRAM 2000 expansion card, Epson RX-80 F/T + printer, MicroWay Flicker-Fixer.
List prices: $99 for MicroFiche Filer; $179 for MicroFiche Filer Plus.

Defines the way pictures appear in database: MicroFiche Filer Plus

MicroFiche Filer is a database program with a difference. Instead of searching records individually or using a computed search-by-field option, you manipulate a viewer in a miniaturized version of the screen.

While search features are available, the microfiche metaphor gives a more direct approach. Like a microfiche machine in a library, the area under the magnifier appears full size. With MicroFiche Filer, the miniaturized version is in one screen corner, and the full-sized version takes up most of the rest of the screen. Another small window displays definitions of fields in each record, so most information needed to use the database is on the screen simultaneously.

A unique aspect is MicroFiche Filer's ability to display pictures within a database. It "squeezes" pictures down from full-screen size to about 2 by 2 inches (the size can be set during database creation). Two squeezing options are available: quick and quality. Since picture databases use original file names as identifiers, the program doesn't consume disk space by copying each free-standing picture into a separately saved database. This keeps on-disk database files small.

Each picture read into the database has to be converted, and that takes quite a while for large databases. Pictures must be reduced in size and in either two or four colors. Using the quick squeeze option reduces conversion time; if even this is too time consum-

ing, MicroFiche Filer Plus can read a database without displaying all pictures. With it, you can selectively read only pictures you need.

Pictures within a database can be viewed full-size in full color using a menu option. MicroFiche Filer Plus can handle both normal and HAM mode pictures; the original MicroFiche Filer supports only normal mode. The newer program also can store pictures and data in fast RAM rather than the more limited chip RAM, making it less likely that you will GURU from lack of graphics memory.

The limiting factor to these programs is that an entire database must fit in memory. With only 1MB of graphics memory and 9MB of memory, it is possible to hit the limit, but you need a big database to do it. Notably, MicroFiche Filer does turn off the WorkBench screen when it loads, saving some memory.

It isn't necessary to put picture data in a database. The programs offer text, number or picture fields in the original version, with calculated fields being added for the Plus version. However, calculated fields give only the primitive math functions of adding, subtracting, multiplying and dividing. No specific date field is offered by either program version, but sort and select functions are comprehensive and easily used.

An especially strong point is an ability to change databases in midstream. And you can modify a database at any time. Adding fields is a simple process. If you delete a field, though, you'll lose whatever data it contained. In many cases, changing a field also destroys the data.

One thing that really annoyed me at first was the program constantly asking whether I wanted information saved before going on to the next record or procedure. Fortunately I discovered that this "feature" could be turned off in the preferences editor.

MicroFiche Filer Plus also offers user-programmable macros that can be run at program start-up or interactively from within the database.

Program documentation is excellent, liberally illustrated with screen illustrations. I found the step-by-step directions useful, and samples on the disk were immediately usable. For those who hate spending hours setting up a database before getting started, modifying the sample databases is a great shortcut.

I found MicroFiche Filer enjoyable to use, which isn't something I usually can say about a database manager. It's flexible and reasonably powerful, and the use of pictures makes it a valuable tool for a computer with as many graphics applications as the Amiga. It has a permanent place on my hard disk.

Although the simpler, cheaper version of the program will suffice for most everyday databases, larger business-related databases need the more complicated and flexible Plus version. And an "ARexx" ability in the Plus version will be good for those who need data portability between programs. Print functions also are improved in the more expensive version. ◄

Reviewed by Cheryl Peterson

Cheryl Peterson, a free-lance writer from Miami Beach, writes reviews for several computer magazines. Her Compu-Serve User ID number is 72366.2645.

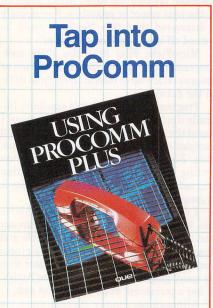# Book Reviews

Online Book Reviews

Following are summaries of book reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.

Online Communications Software

By Ruth Ashley, Judi Fernandez and Paul Ashley
McGraw-Hill Book Co., 1989
256 pages, $27.95 (softcover)

This introduction to telecommunications evaluates six communications packages with an eye toward matching the software's capabilities to the reader's needs. Reviewer James Moran says the guide is excellent for presenting technical information in an understandable way. *GO OLT-5010*

1001 Things to Do With Your IBM PS/2

By David Prochnow and Mark Sawusch
Windcrest Books, 1989
264 pages, $17.95 (softcover)

Calling the information in this book "a potpourri in the truest sense of the word," reviewer Franklyn Jones says the quality of the 1,001 things listed for the IBM PS/2 vary widely. Although the inconsistency can be frustrating, he recommends the book to anyone who wants to do strange and practical things with the PS/2. *GO OLT-5020*

Turbo Pascal 5.5: The Complete Reference

By Stephen K. O'Brien
Osborne McGraw-Hill, 1989
917 pages, $26.95 (softcover)

Turbo Pascal programmers will find in this book quick access to every facet of the language and its supporting tools, says reviewer Darrow Kirkpatrick. Examples of everyday applications give the book a practical punch. *GO OLT-5030*

Word Processing Power With Microsoft Word (Third Edition)

By Peter Rinearson
Microsoft Press, 1989
764 pages, $21.95 (softcover)

Reviewer Robert Sanchez says this is the best text on Microsoft Word he has ever seen. Beginners will appreciate clearly written tutorials, while aspiring power users can jump right into the middle of the book. *GO OLT-5040*

1-2-3 Release 2.2: The Complete Reference

By Mary Campbell
Osborne McGraw-Hill, 1989
1,099 pages, $27.95 (softcover)

This gigantic work on 1-2-3 Release 2.2 is thicker and heavier than the program's official documentation. Reviewer William J. Lynott says its tight organization and informal writing style make it a valuable reference. Every feature, command and function is discussed individually, and many are demonstrated in practical applications. *GO OLT-5050*
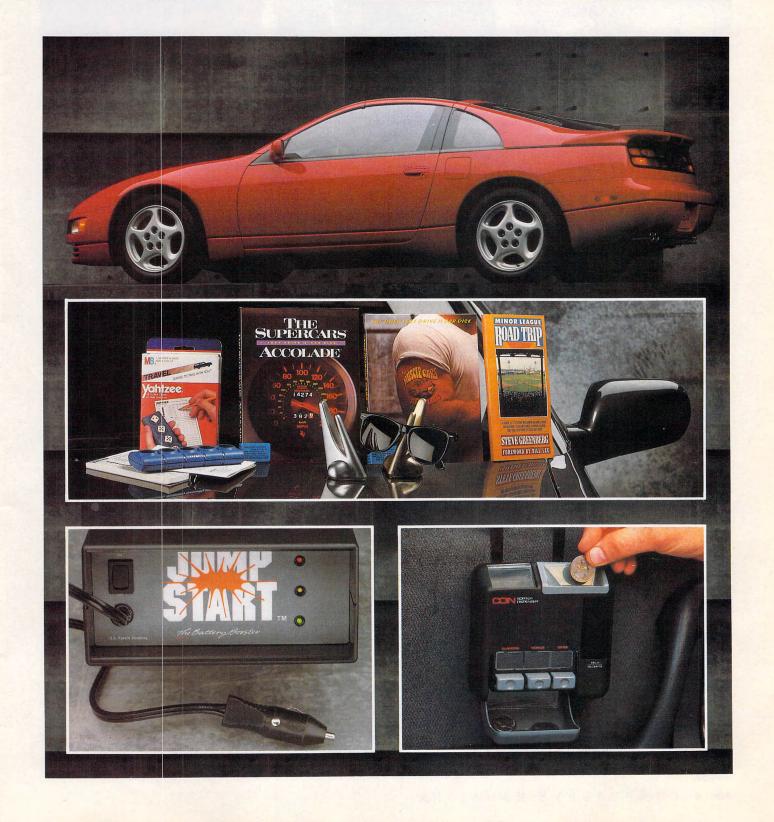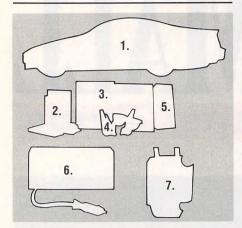
Networking Personal Computers (Third Edition)

By Michael Durr and Mark Gibbs
Que Corp., 1989
476 pages, $22.95 (softcover)

If you're looking for information to help you understand the issues of a local area network and to help evaluate the alternatives, reviewer Harry Green recommends this book. Especially useful for novices, the text is heavy on practical advice. *GO OLT-5060*

The Premier Source for Online Products, Information and Services.

GoMall

SHOPPERS' GUIDE

ON THE COVER

On the road.
All revved-up and ready to go. Take to the great American road. And take along these great finds from The Electronic Mall:

1. Nissan 300ZX Twin Turbo.
This dual-overhead cam, 24-valve, 3-liter V6 engine, the new five-speed Turbo Z produces 300 horsepower at 6,400 rpm and 283 foot-pounds of torque at 3,600 rpm. See how the Z stacks up against the competition—view specifications and pricing online.
From Nissan. GO NI

2. *Travel Yahtzee* by Milton Bradley.
Keep the kids happy with this handy traveler's version of one of America's favorite games.
From Hobby Center Toys. GO HC
$ 6.99.

3. *Test Drive #2: Super Cars* and *Test Drive #2: Muscle Cars.*
Two super software packages that let you duel it out with five new super cars, including '88 Lotus Turbo Esprit and Ferrari Testarosa, or power-shift down the road with five legendary muscle cars, including '63 Sting Ray and '67 GTO.
From Software Discounters of America. GO SDA
For the Amiga, IBM or IIgs: $29.
For the Commodore: $19.

4. The Nose.
The perfect perch for sunglasses. Mounts easily on the dashboard. In gold or chrome.
From Sharon Luggage and Gifts. GO SL
$10.

5. *Minor League Roadtrip* by Steve Greenberg.
This travelogue is the first guide to all 170 minor league baseball teams.
From Penguin Books. GO PB
$9.95.

6. Self-contained, portable battery charger.
Plugged into your car's cigarette lighter receptacle, the charger's 6.5 amps of power begin to recharge a drained battery immediately.
From Hammacher Schlemmer. GO HS
$149.95.

7. Car coin dispenser.
This handy dispenser hangs from a window slot and detaches to avoid theft.
From Court Pharmacy. GO RX
$14.50.

GOINGS-ON AT THE MALL

Great American Picnic Basket. GO BU

Consult The Frugal Gourmet. GO CC

Join Buick Magazine's celebration of the great American road.
Download your free copy of Buick Dimensions software online. You also will have the option of ordering a special centennial certificate online. Tour a showroom of 1990 Buick models. See technology in motion. Take the 1990 Buick Challenge to test your knowledge of the great American road. Hit the road with Buick's unique computerized Road Atlas. Purchase a new Buick anytime through Sept. 28, and redeem your certificate for a Great American Picnic Basket. Shopping at Buick Magazine is always free. For details, GO BU.

The Chef's Catalog spotlights The Frugal Gourmet.
Presenting a collection from The Frugal Gourmet. Featured products perfect for Father's Day gift-giving include The Frugal Gourmet apron ($16.49) and the Cameron stovetop smoker/cooker ($59.99). Also, The Frugal Gourmet's favorite cookbooks include *The Frugal Gourmet Cooks Three Ancient Cuisines: China, Greece and Rome* ($16.95). Shop online for select items, or see the full collection in The Chef's Catalog's free print catalog. To order, GO CC.

The Sport Source puts "your team logo here."
Attention all local teams and leagues! The Sport Source will customize shirts, caps, jackets and bags with your team's name or logo. For a custom quote on custom sportswear, GO SS.

Free Electronic Mall keychain with purchase.
The Mall has a free gift for the first 2,500 shoppers who spend $50—anywhere in The Mall—during May. It's an exclusive Electronic Mall® keychain, featuring a miniflashlight. All who qualify automatically will receive a keychain about six weeks after the promotion ends. There's nothing to do. It's yours, absolutely free.

MacWarehouse introduces QuickSearch.
Now there is a fast, user-friendly way to locate exactly what you are looking for in MacWarehouse's huge online catalog—QuickSearch. Type in at least the first three letters of the name of a product or manufacturer, and QuickSearch will compile a list of all products that include your indicator. It's that simple. Shop free of connect-time fees every weekend in May, too.
From MacWarehouse. GO MW

GO 99 and Find It Fast!
  Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO SDA99) and zip to a list of the merchant's featured products. It's that easy.

Plus...
  Find **free connect** time in your favorite Mall store or explore new merchants whenever you read about a **free-connect** weekend in *Goings-On At A Glance* on page 58.

What the heck is "free connect"?
  When you browse in participating merchants' online stores during **free-connect** weekends, you pay **no** standard CompuServe connect-time rates while shopping in that store. Though applicable communications surcharges *remain in effect*. An up-to-date list of free-connect weekends always can be found online in 'This Week's Mall News.'

A. Price Motor Cars has auto accessories.
Attention Mercedes Benz, Audi and Porsche owners! Price Motor Cars has a selection of auto accessories for you, the discerning driver. Mercedes Benz enthusiasts will discover a discriminating collection of gifts by leading craftsmen, all carrying the famous Mercedes Benz emblem of excellence. Consider a Mark Cross leather passport case, a Solingen pocketknife or a Longine 100 percent Swiss-crafted quartz watch. Also offered are keychains, caps and coffee mugs sporting the Mercedes Benz logo.

Porsche fans will find everything from polo shirts and crest patches to belt buckles and ballpoint pens. For collectors, there are precise German-made, 4-inch Porsche metal model cars for a variety of models, including the 911 Carrera Cabriolet, the 911 Targa and the 928 S4.

For Audi owners, there is a similar array of merchandise featuring the Audi logo, including luggage collections, sweatshirts, money clips, keychains and more. Subscribers can request free print catalogs from all three automobile makers, too.

To shop Price Motor Cars, type GO PRC.

Price Motor Cars' grand-opening, free-connect weekend: May 12 and 13.

B. Save on office products at Penny Wise.
Where can you find 3M Post-it Notes as low as 41 cents a pad? Scotch Magic Tape as low as $1.18 per roll? 9-inch by 12-inch clasp envelopes as low as $6.89 per box of 100? At Penny Wise Office Products, a new Mall merchant offering a full range of brand-name office products at unbeatable prices. Stop by and see for yourself. You will find everything from printer ribbons and diskettes to paperclips and highlighters. From Oxford file folders to Jiffy padded mailers. Hammermill Copier Paper, Verbatim data cartridges and Acco surge protectors—all at rock-bottom prices. Volume discounts always apply. Your total order must be a minimum of $25, but delivery is always free by UPS anywhere in the United States. Request your free copy of Penny Wise Office Products' print catalog. Or shop online. The choice is yours!

To stock up on office supplies at super savings, type GO PW.

Penny Wise Office Products' grand-opening, free-connect weekend: May 5 and 6.
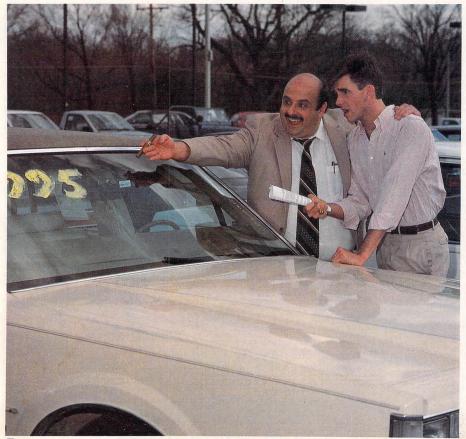
Find It Fast
Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip to a list of the merchant's featured products.

A

B

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B

A. Radio Doctors brings you CDs, cassettes—all at sale prices.

Billy Joel, Bruce Springsteen, Bob Dylan. Beethoven, Bach, Brahms. Elvis Presley and Elvis Costello. Benny Goodman and Steve Goodman. Madonna and Judas Priest. Your online music source, Radio Doctors, has them.

Radio Doctors has been meeting the musical needs of the music lovers in the Midwest for more than 60 years. With an inventory in excess of 35,000 titles, it now offers the same superior service and selection to Mall shoppers. Whatever your listening likes—jazz, pop, rock, classics, new age—Radio Doctors most likely has it.

Browse Radio Doctors' online bins, featuring more than 100 current and classic selections, all at sale prices. Don't see what you are looking for? Radio Doctors welcomes special requests. Radio Doctors' motto: If it currently is available on CD or cassette, we will try to get it for you.

Order new releases. Replace old vinyl records with shiny CDs. Fill the gaps in your music library. You can pay for your purchases with VISA, MasterCard, American Express or Discover Card.

For CDs, cassettes and accessories, type GO RD.

Radio Doctors' grand-opening, free-connect weekend: May 19 and 20.

B. Used Car Price Guide offers reports, buyers guide.

Now for a mere $10, you can avoid being taken by a notorious used car salesman on your next used car purchase. Armed with a report from Used Car Price Guide, you could save hundreds—potentially thousands—of dollars.

Using a huge database of used car values updated frequently with actual sale prices from weekly auctions across the nation, Used Car Price Guide provides you with the average wholesale and retail values of virtually any car from 1978 to present. You supply the year, make, model and body size. The report includes retail values for fully equipped, normally equipped and lightly equipped vehicles based on normal mileage, which is included in the report. Also included are up to 10 other features that can impact the car price—up or down. The cost of the service? Only $10 a report.

Also offered online is a Buyer's Guide, a six-part report sent via CompuServe Mail that covers: buying from the public, buying from a dealership, how to spot a lemon, financing—all you need to know, service contracts—dos and don'ts, hot cars and the cars to avoid. Complete guide is $10.

To take a trip to Used Car Price Guide before buying your next car, type GO UC.

Used Car Price Guide's grand-opening, free-connect weekend: May 19 and 20.

Find It Fast

Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip to a list of the merchant's featured products.

HOT TICKETS

New for the '90s.

A. Precor M9.3 treadmill.
Using a patented shock-absorber technology, the M9.3 is ideal for runners, walkers and others who need to exercise with low-stress conditions. Among its many features is a built-in electronic console that displays digital readouts for time elapsed, treadmill speed, distance covered and calories burned.
From Push Pedal Pull Fitness. GO PPP
$2,995.

B. Personal, computerized body fat tester.
Used by doctors, Olympic trainers and fitness clubs, this easy-to-use computerized device instantly and accurately measures your percentage of body fat, allowing you to monitor your health and diet better.
From Hammacher Schlemmer. GO HS
$299.

Barking dog security alarm.
A deterrent security system that uses passive infrared technology to detect the presence of heat and motion and, when detected, triggers the realistic bark of a large dog. The detection zone extends up to 70 feet. Easy to install.
From Heathkit. GO HTH
$59.95.

DOLLARS OFF

Super savings and sales.

C. The resume kit from Spinnaker.
Contains everything you need to write, format and print a resume that gets the job done. Mix multiple fonts, type styles and print sizes.
From Computer Express. GO CE
List price: $49.95.
Sale price: $24.97.

D. 100 percent Cambridge Oxford cotton.
Paul Fredrick's beefy Cambridge Oxford cotton dress shirt. Classic button-down collar. Constructed to last with a generous cut and left breast pocket. White or blue. Free full-color catalog, too.
From Paul Fredrick Shirt Co. GO PFS
$28.50 or two for $55.

***CompuServe Almanac*, fifth edition.**
Your guide to the CompuServe Information Service. From forums to CompuServe Mail, travel to shopping, it's all here.
From The CompuServe Store. GO ORDER
List price: $12.95.
Sale price: $7.95.
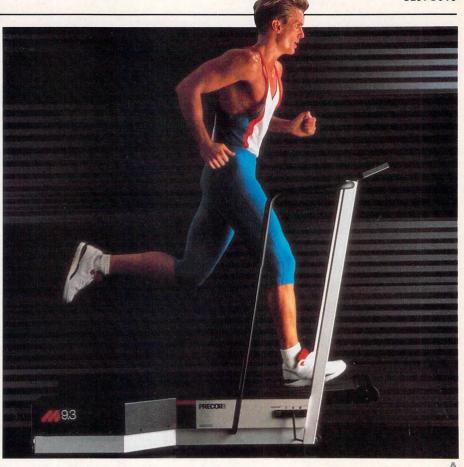
Major league sportswear.
Onyx major league jackets. Solid black nylon satin twill outer shell. Quilt lined. Official logos for all major league teams available. Major league baseball T-shirts, too ($11.99).
From The Sport Source. GO SS
List price: $135.
Sale price: $99.
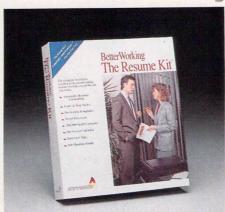
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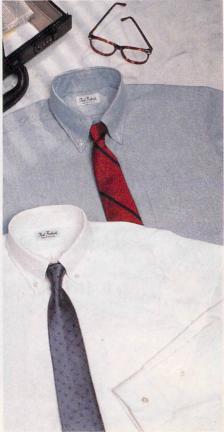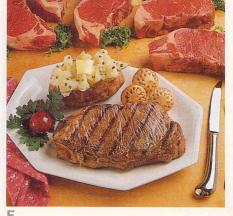
SEASONAL PICKS

For dads and grads.

A. Chef's Choice 110 knife sharpener.
Sharpens Dad's shortest paring knives, largest chef's knives, even pocket- and hunting knives. Two-year warranty. Available in black or white. Gift box included.
From The Chef's Catalog. GO CC
$79.95.

B.C. Chinese roof tile jewelry.
From the Museum's Asiatic collection, this ancient Chinese symbol wishes longevity to all who wear it. Inscribed "Myriad Years without Limit." 24-karat antique-gold finish.
From Museum of Fine Arts, Boston. GO FA
**Cufflinks: $22. Museum members: $19.80.
Tie bar: $20. Museum members: $18.**

D. Mont Blanc pencil.
Striking and distinctive, each pencil is superbly crafted, combining elements of prestige and performance.
From Sharon Luggage and Gifts. GO SL
$84.15.

E. *Strip Poker #2* **and Digitized Data Disks #1 and #2.**
Strip Poker #2, one of the hottest games around, features realistic graphics and two gorgeous opponents, Suzi and Melissa. For the Amiga, Atari ST, Apple IIgs and IBM.
Ready for a new challenge? Digitized Data Disk #1 features digitized photos and introduces two new opponents, Megan and Kathy. Or deal in Jack and Samantha on Digitized Disk #2. For the Atari ST, IBM and Apple IIgs.
From Software Discounters of America.
GO SDA
Strip Poker #2: **$25.**
Digitized Data Disks: $14 each.

F. Texas steak out.
The finest beef in Texas! Includes two 14-ounce rib eyes, two 12-ounce sirloin strip steaks and two 8-ounce filets, along with a bag of mesquite chips and a 16-ounce jar of Simon David barbecue sauce.
From Simon David. GO SIM
$54.99.

The Macintosh SE/40 graduate package.
The Macintosh SE/40HD/2MB graduate package includes: Macintosh SE/40HD/2MB, Apple standard keyboard, Apple mouse, HyperCard software, dust cover for computer and keyboard, box of 10 DS/HD diskettes, mouse pad, Apple ImageWriter II printer, printer cable, dust cover for printer, package of paper and Microsoft Word software.
From CDA Computer Sales. GO CDA
$3,359.

Find It Fast
Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip to a list of the merchant's featured products.

A. Marble serving board.
A sea of leaping carp decorate this Italian marble serving board. Adapted from an 18th-century Chinese plate. 17 inches by 6 inches. A wonderful wedding gift or hostess offering.
From Museum of Fine Arts, Boston. GO FA
$50. Museum members: $45.

B. *Encyclopedia of the Unexplained: Magic, Occultism and Parapsychology.*
Edited by Richard Cavendish. The ultimate guide to the unknown, the esoteric and the unproven. Lavishly illustrated with nearly 450 entries on topics ranging from Eastern mysticism to witchcraft.
From Penguin Books. GO PB
$19.95.

C. Jensen digital AM/FM in-dash car stereo.
Dolby noise reduction, auto-reverse cassette deck, fader control and built-in clock make this the perfect companion for the road. Package includes two 6.5-inch Jensen coaxial speakers.
From Miltrobe Electronics. GO MI
$332.90.

D. Maxx Aircraft Control Yoke by Alturus.
Get the real feel of piloting with your favorite flight simulator. Push-pull action buttons are located on each 2-inch yoke. Two thumb screws make the device easy to clamp to your computer table. For IBM, Amiga, Atari ST.
From Software Discounters of America. GO SDA
$69.

E. TK-1 toolkit from Curtis.
A must for maintenance and modification of computers, printers and peripherals. Exactly 11 high-quality, demagnetized tools.
From Computer Express. GO CE
Sale price: $20.97.

F. Surround Sound processor kit.
Experience the thrill of theater-quality sound at home with this new Dolby Surround Sound processor kit. Designed with separate controls for audio time delay, null, surround volume and master volume. Includes 20-watt built-in amp to drive your Surround Sound speakers. 2.75-inch height by 17-inch width by 8.5-inch depth.
From Heathkit. GO HTH
$199.95.
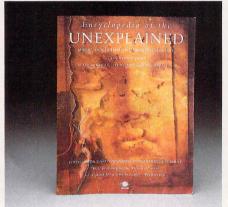
CompuServe Information Manager, MS-DOS version.
A more intuitive way to use CompuServe. A windowed interface, pull-down menus and dialog boxes make it easy to find and use information effectively. Take the CompuServe Information Manager offline, too. Retrieve and store messages for offline review. Use the full-screen text editor to compose messages offline and then upload them. Includes a $15 usage credit.
From The CompuServe Store. GO ORDER
$24.95.

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A.

A. The Big Cup and coffee.
Make Dad's day with a real cup of coffee! The 20-ounce Big Cup is microwave- and dishwasher-safe. Gift box included. Create your own coffee sampler, too. Select from dozens of full-bodied, flavored and decaffeinated coffees. Featured blends include Kona Fancy AA, Colombia Supremo, Mocha Java, Amaretto and Irish Cream.
From Coffee, Anyone ??? GO COF
$12.95 cup.
$15.75 sampler (four 4-ounce bags).

B. Chocolate-dipped fortune cookies.
One hundred chocolate-dipped fortune cookies with your custom messages! Make any wedding reception, anniversary or special occasion extra special. Shipped in a gold box with special ice packs to prevent messages from melting. Chocolate can be tinted and flavored to coordinate with your occasion's color scheme.
From Some Things Special's Unique Boutique. GO SP
$279.50.

C. Pet traveler.
Car seat for small dogs or cats. Harness prevents pet from jumping out. Also pictured, Water Hole!, the anti-spill traveling water dish, and Kennel Cab II pet carrier.
From Tall Tails. GO TT
$33.91.

D. Desert garden.
Features seven plants selected to represent desert cacti in a miniature desert landscape. Planted in an American Indian-style bowl planter (7-inch diameter), the plants are varieties of cacti and succulents.
From Walter Knoll Florist. GO WK
$29.95.

E. Portable personal care.
Everything you need to take on short or long trips, including Clairol Custom Care Brush ($12.69), Clairol battery-operated bikini shaver ($18.99) and Clairol Benders 14 soft shapers for travel ($33.99). Also online, Panasonic men's wet or dry cordless razor ($49.99) and Wrinkles Away clothing wrinkle remover ($21.39).
From Court Pharmacy. GO RX

F. Compact folding luggage cart.
Makes getting through airports easy. The cart supports up to 125 pounds of luggage and folds to a compact 10 inches by 22 inches by 4 inches when not in use. Other features include extra-wide wheels and an elastic strap.
From The Stationery Center. GO SC
$33.

The cotton solid T-shirt.
Slightly oversized in 100 percent cotton with padded shoulders and a front pocket. In seven solid colors, including bright lime, bright purple, bright pink, black and white. Misses sizes small, medium and large ($17); and Womens sizes 1x, 2x and 3x ($20).
From Spiegel. GO SGL

A. Ford introduces the "other" Escort.
It's all new and it's all yours—Ford Escort GT. This is the "other" Escort. Decidedly sporty. Rewardingly agile. Eminently enjoyable. If 16-valve engines, short-throw five-speeds and articulated sport seats are an integral part of your driving jargon, take a look at this new offering from Ford. In fact, you can find out about all the new Escorts in the Ford Electronic Showroom. Visit the Ford Electronic Showroom free of connect-time fees on May 5 and 6. Attend a connect-time-free online conference (GO CONVENTION) featuring the design and development of the 1991 Ford Escort on Sunday, May 6, from 7 p.m. to 9 p.m. EST. Request a free brochure, too.
From Ford Motor Co. GO FORD

B. Buy one, get one free at the MTV "Record Club."
Join the MTV "Record Club" and enjoy tomorrow's music today. Members buy one CD, record or tape, and get another absolutely free. That's two for one, four for two, six for three ... the possibilities are endless. Complete details and immediate sign-up online.
From The MTV "Record Club." GO MTV

Cut your car insurance costs.
Did you know you can reduce your insurance premiums if you take a higher deductible on your collision and comprehensive coverages? You might qualify for a discount if you have certain safety features in your car. Make May the month to look at your insurance needs. CIGNA offers no-obligation online quotes. Plus, to thank stoppers-by, CIGNA will enroll all respondents in a free year of CIGNA Road and Travel Club. Shop CIGNA free of connect-time fees on May 12 and 13.
From CIGNA Insurance. GO CI

Incorporate your business, online.
The first online source for complete up-to-date information on incorporating a business anywhere in the United States. Learn the benefits of incorporation. Learn why you should incorporate, where you can incorporate and what is required. Interested in incorporating? Complete the online order-entry form and incorporate your business within 24 hours. A service provided by Corporate Agents Inc., a nationwide, full-service incorporating company.
From Business Incorporating Guide. GO INC

CheckFree now available for the Macintosh.
Attention Macintosh owners! CheckFree, the fastest way to pay bills and handle finances, is now available for the Macintosh. Already used by thousands throughout the United States, CheckFree software automatically records, categorizes and sends your payment information to the CheckFree Processing center via modem. Payments are processed through the Federal Reserve System—the same system that banks use to clear checks today. Completely secure, CheckFree organizes your finances like never before. *PC Magazine* said of the program, "CheckFree makes bill paying a quick, painless task, rather than a monthly ritual to be dreaded. If you are weary of searching your desk drawers for one last stamp or trying to recall the amount of mystery check 547, CheckFree may be just what you need." Available for IBM PCs and compatibles, too.
From CheckFree. GO CF
Only $29.95.

C. AT&T 800 Directory offers sources for automobile, motorcycle and RV owners.
Looking for a part for your Norton? Ring up British Only Motorcycles & Parts Inc., toll-free. Thinking about customizing your van? Call Choo Choo Custom Vans & Trucks in Chattanooga, Tenn., toll-free. Need a custom vehicle for a handicapped driver. Toll-free help is within reach at Handicapped Driving Systems Inc. Breakdown in the heart of Texas? Help is a toll-free call away at Blakes Auto Parts & Supplies in Texarkana, Texas.

No matter what your automobile, motorcycle or RV need, AT&T 800 has your number! Thousands of toll-free numbers for everything from hubcaps and wheel covers to anti-theft systems and devices, from motorcycle parts and supplies to limousine manufacturers. Browse by category or by state. Take your time, because the connect time at AT&T 800 is always **free**.
From AT&T 800 Directory. GO ATT

A

B

C

The Electronic Mall Directory is designed to assist you with information about each of our merchants. All entries contain three lines as follows:

Merchant Name [GO Code]
  Description of products/services
  Billing options   Countries served

An example entry would look like this:

ABC NOVELTY STORE [ABC]
  Books, knick-knacks, collectibles
  VI/MC/AM/CSH   US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any CompuServe Information Service ! prompt.

Billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA	SC – Merchant's Own Store Card
MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
DI – Diners Club	DB – Direct Bill
DIS – Discover Card	NA – No Billing Applies (Advertiser only)

Country codes indicate the countries the merchant is able to ship to as follows:

US – United States	JP – Japan
CD – Canada	OT – Other Foreign Countries

Catalog options for merchants offering catalogs are indicated by the following codes.

- ■ Offers free print catalog.
- ● Credits cost of print catalog toward purchase.
- * Denotes electronic order form for use with print catalog.
- † Denotes new merchant.

A

AIR FRANCE [AF] ■
Info on tours, sights and scenes.
VI/MC   US/CD

ALAMO RENT A CAR [AL]
Info on rates, benefits, locations.
NA   US/OT

ALASKA GENERAL STORE [AK] ■ *
Alaskan jewelry, ivory, gold, gifts.
VI/MC/AM/DIS   US/CD/JP/OT

ARTWEAR/OUTWEST [AO] ■ *
Hand-designed shirts and jewelry.
VI/MC/AM   US/CD/JP/OT

AT&T HOME-OFFICE RESOURCES ONLINE [ATT]
Technology that brings success home.

AT&T TOLL-FREE 800 DIRECTORY [ATT]
Free thousands of toll-free numbers.
VI/MC   US

AUSTAD'S GOLF SHOP [AU] ■ *
Golfing accessories, apparel and gifts.
VI/MC/AM/DIS   US

AUTOQUOT-R [AQ]
Vehicle price quotation service.
VI/MC/AM   US

B

BRADY BOOKS [BB]
PC books, utilities, software.
VI/MC   US/CD

BUICK MAGAZINE [BU] ■
Free car information, customer service.

BUSINESS INCORPORATING GUIDE [INC]
Nationwide incorporating service.
NA   US

BUSINESS WEEK [BW]
Subscription packages and information.
VI/MC/AM/DB   US/CD/JP/OT

C

CD CLUB [CD] *
Compact disk ordering club.
DB   US

CD-ROM STORE, THE [RS] ■
CD-ROM drives and accessories.
VI/MC   US/CD/JP/OT

CDA COMPUTER SALES [CDA] ■ *
Hardware, printers and accessories.
VI/MC/AM/DIS/CSH   US/CD/JP/OT

CHECKFREE CORP. [CF]
Electronic banking and bill payment service.
VI/MC/AM   US

CHEF'S CATALOG, THE [CC] ■ *
Gourmet cookware and kitchen accessories.
VI/MC/AM/DIS   US

CIGNA INSURANCE [CI]
Free personalized auto insurance quotes.
NA   US

CLASSICAL MUSIC CLUB [CM]
Classical music ordering club.
DB   US

COFFEE, ANYONE ???™ [COF]
Original computer coffeehouse, gifts.
VI/MC   US/CD/JP/OT

COMPUSERVE STORE [ORDER]
Merchandise, literature and software.

COMPUTER EXPRESS [CE] *
PC software, hardware, accessories.
VI/MC/AM/DI   US/CD/JP/OT

COMPUTER MART, THE [PD]
IBM-compatible PCs, peripherals.
VI/MC   US

COMPUTER SHOPPER [CS]
Computer product bargains and information magazine.
VI/MC/DB   US/CD

COMPUTER SPORTS WORLD [CSW]
Sports information database service.
VI/MC/AM/DI/COD   US/CD/OT

CONTACT LENS SUPPLY [CL] †
Fast delivery of replacement lenses, etc.
VI/MC/CSH   US

CORNER VIDEO [CV]
Videos, laser disks and accessories.
VI/MC/AM   US/CD/JP

COURT PHARMACY [RX]
Full service pharmacy and gift shop.
VI/MC/AM/DI/DIS/COD   US/CD/JP/OT

CRABTREE & EVELYN [CR] *
Beauty products, sweets, gift packs.
VI/MC/AM   US/CD

CREATE-A-BOOK [CK] †
Fun books that make your child a star.
New! GO CK for details.

D

DIRECT MICRO [DM] *
Discount computer disks and supplies.
VI/MC/COD   US/CD/JP/OT

DISCOUNT MUSIC SUPPLY [DMS] ■ *
Guitar effects and accessories.
VI/MC/COD   US/CD/JP/OT

DOW JONES & CO. [DJ]
Business and financial periodicals.
VI/MC/AM   US/CD

DREYFUS CORP. [DR]
Mutual funds and investment information.
VI   US

E

EDUCATIONAL ADVISORY SERVICES [EA]
Financial aid search service.
VI/MC   US

EXECUTIVE STAMPER [EX] ■ *
Rubber stamps, engraved gifts.
VI/MC/AM/DI/DIS   US/CD/JP/OT

F

FLORIDA FRUIT SHIPPERS [FFS] ■
Premium fruit and gift shippers.
VI/MC/AM   US/CD/JP/OT

FLOWER STOP [FS] ■
Flower and gift delivery service.
VI/MC/AM/DI/DIS   US

FORD MOTOR CO. [FORD] ■
Car and truck information, dealer locator.
VI/MC   US/CD

FRANCE INFO USA [FI]
A kiosk of information about France.
VI/MC/AM/COD/DB   US/CD/JP/OT

G

GODIVA CHOCOLATIER [GC] ■ *
Gourmet chocolate and gifts.
VI/MC/AM   US

H

H&R BLOCK [HRB]
The income tax people.
NA   US

HAMMACHER SCHLEMMER [HS] ■ *
Gifts, unique and unusual products.
VI/MC/AM/DI   US/CD/JP/OT

HEATHKIT [HTH] ■ *
Build-it-yourself electronic kits, etc.
VI/MC/AM/SC   US/CD

HELEN HUTCHLEYS [HH] ■ * †
Chocolate, nuts and candy.
New! GO HH for details.
VI/MC/AM   US

HOBBY CENTER TOYS [HC]
Hobbies, trains, dolls and games.
VI/MC/AM/DI/DIS/CSH   US/CD/JP

I

INSURANCE INFORMATION INC. [II]
Home, term life and auto insurance information.
VI/MC/AM   US

J

JCPENNEY [JCP] ● *
Apparel, furnishings, electronics.
VI/MC/AM/DI/DIS/SC   US

L

LASER'S EDGE, THE [LE]
Your one-stop laser video store.
VI/MC/AM/DIS   US/CD/JP/OT

LOBSTER EXPRESS [LOB]
Seafood gift pack specialist.
CSH   US/CD

M

MACUSER [MC]
Save 58 percent and receive free gift.
VI/MC/DB   US/CD

MACWAREHOUSE [MW] ■ *
Macintosh hardware, software and equipment.
VI/MC/COD   US/CD/JP/OT

MARYMAC INDUSTRIES [MM]
Official Radio Shack dealer.
VI/MC/AM/DIS/CSH   US/CD/JP

MAX ULE DISCOUNT BROKERAGE [TKR]
Brokerage and financial information retrieval.
CSH   US/CD/JP/OT

MCGRAW-HILL BOOK CO. [MH] ■ *
Business, finance and computer books.
VI/MC   US/CD/JP

MENTOR TECHNOLOGIES [MN]
Authorized CompuServe training.
VI/MC   US

MICROWAREHOUSE [MCW] ■ *
Hardware, software and equipment for PCs.
VI/MC/COD   US/CD/JP/OT

MILTROBE ELECTRONICS [MI] ● *
Consumer electronics, tools, gifts.
VI/MC/CSH US/CD

MONEY'S FINANCIAL MARKET [MFM]
Personal finance tools from *Money*.
VI/MC/AM   US

MTV CLUB MEMBERSHIP [MTV]
Tomorrow's Music Today-video and more.
DB   US

MUSEUM OF FINE ARTS, BOSTON [FA] ■ *
Gifts and classic reproductions.

MUSIC ALLEY ONLINE [MAO]
Mixers, synthesizers, keyboards, etc.
VI/MC/COD   US/CD

N

NEWSNET [NN]
Specialized business news database service.
NA   US/CD

NEWSWEEK [NW]
New, gift and student subscriptions.
VI/MC/AM/DI/DIS/DB   US/CD

NISSAN MOTOR CORP. [NI] ■
Nissan cars, trucks, accessories.
VI/MC   US

O

OCEAN ISLE SOFTWARE [OI]
Neurobics: PC adventures for your mind.
VI/MC   US

ODONYX SCIENTIFIC [DU]
Pharmaceutical, medical and lab supply.
VI/MC/AM/DIS   US/CD/JP/OT

OFFICIAL AIRLINE GUIDES [OA] ■
Information on online services; air and hotel guides.
VI/MC   US/CD

ONLINE STORE [OS]
Computer accessories, hardware.
VI/MC/AM/DI   US

P

PARADISE TECHNOLOGY [PT] ■
Hand-held computers, voice and tone equipment.
VI/MC/COD   US

PAUL FREDRICK SHIRTS CO. [PFS] †
Classic shirts from the tailor to you.

PC/COMPUTING **[PCC]**
Save 58 percent and receive free gift.
VI/MC/DB   US/CD

PC MAGAZINE **[PM]**
Save 54 percent and receive free gift.
VI/MC/DB   US/CD

PENGUIN BOOKS [PB] ■ *
Books, new titles, catalogs.
VI/MC/AM/DIS   US/CD/JP/OT

PENNY WISE OFFICE SUPPLIES [PW] †
New! GO PW for details.

PEPPERIDGE FARM [PF] ■ *
Gourmet cookies, candies, gifts, etc.
VI/MC/AM/DI/DIS   US

PREVENTION SYSTEMS [PS] ■ * †
Affordable, healthful diet supplements.
VI/MC/AM   US/CD

PRICE MOTOR CARS [PRC] †
Auto accessories and gifts of distinction.
New! GO PRC for details.

PROGRAMS PLUS [PP]
Apple/Macintosh software and accessories.
VI/MC   US/CD/JP/OT

PUBLISHERS CLEARING HOUSE [PUB] †
Magazine subscriptions at low prices.

PUSH PEDAL PULL FITNESS [PPP] ■ *
Professional home exercise equipment.
VI/MC/AM/DIS   US

R

RADIO DOCTORS   [RD] ■ * †
Music on CD and cassette.
VI/MC/AM/DIS   US

RECORD AND TAPE CLUB [RT] *
Record and tape ordering club.
DB   US

RENT MOTHER NATURE [RM] ■ *
Nature's gifts, leasing programs, etc.
VI/MC/AM   US/OT

RIN ROBYN POOL 'N PATIO   [RR] ■
Pool and patio, outdoor items.
VI/MC/AM   US/CD/JP/OT

S

SAFEWARE COMPUTER INSURANCE   [SAF] ■
High-tech equipment insurance.
VI/MC   US/CD/JP/OT

SHARON LUGGAGE AND GIFTS   [SL] ■ *
Leather goods, novelty gifts, etc.
VI/MC/AM   US/CD/JP/OT

SHOPPERS ADVANTAGE CLUB [SAC] *
Discount shopping club.
VI/MC   US

SIMON DAVID   [SIM] ■ *
Gourmet foods, meats from Texas.
VI/MC/AM/DIS   US/CD/JP/OT

SMALL COMPUTER BOOK CLUB [BK]
Quality computer books.
DB   US/CD

SOFTWARE DISCOUNTERS OF AMERICA [SDA]
Software for a range of computers.
VI/MC   US/CD

SOME THINGS SPECIAL'S UNIQUE BOUTIQUE   [SP] ● *
Unique gifts and computing accessories.
VI/MC/AM/DIS   US/CD

SPIEGEL   [SGL] ● *
Fashion, gifts and electronics.
VI/MC/AM/SC   US

SPORT SOURCE, THE [SS] ■ *
Sporting goods, apparel, accessories.
VI/MC   US/CD/JP/OT

STATIONERY CENTER, THE [SC] ■ *
Office supplies, furniture, etc.
VI/MC/AM/DIS/COD   US/CD/JP

T

TALL TAILS   [TT] †
Supplies and gifts for your pet.
New! GO TT for details.

TIME-LIFE BOOKS   [TL]
Exciting book series subscriptions.
VI/MC/AM   US

TRW CREDENTIALS   [CRE] †
Know the details of your credit status.

TSR GAMES SHOPPE   [TSR] ■ *
Adventure, fantasy games and accessories.
VI/MC   US/CD/JP/OT

U

USA TODAY   **[UT]**
Subscribe to the nation's newspaper.
VI/MC/AM   US

USED CAR PRICE GUIDE   [UC] †
Wholesale/retail prices from 1978.
New! GO UC for details.
VI/MC   US/CD

V

VIDEO CLUB   [VC] *
Movie video ordering club.
DB   US

W

WALDEN COMPUTER BOOKS   [WB]
Computer books and accessories.
VI/MC/AM   US/CD

WALTER KNOLL FLORIST   [WK]
Plants, flowers and gifts via FTD.
VI/MC/AM/DI/DIS/DB   US/CD

WILLIAMS & EEDEN GARDEN CENTER   [WE] ■ *
Flowers, plants and garden tools.
VI/MC   US/CD

WINDHAM HILL   [WH] ■ *
Jazz, New Age, children's recordings.
VI/MC/AM   US/CD/JP/OT

Y

YES! BOOKS AND VIDEOS [YB] ■ *
A unique collection of books and videos.
VI/MC/AM   US/CD/JP/OT

Merchants by Department

APPAREL/ACCESSORIES

AO	Artwear/Outwest	■ *
AU	Austad's Golf Shop	■ *
JCP	JCPenney	● *
PFS	Paul Fredrick Shirts Co.	†
SL	Sharon Luggage and Gifts	■ *
SGL	Spiegel	● *
SS	The Sport Source	■ *

ARTS/MUSIC/VIDEO

CD	CD Club	*
CM	Classical Music Club	
CV	Corner Video	
DMS	Discount Music Supply	■ *
LE	The Laser's Edge	
MAO	Music Alley Online	
FA	Museum of Fine Arts, Boston	■ *
RD	Radio Doctors	■ * †
RT	Record and Tape Club	*
VC	Video Club	*
WH	Windham Hill	■ *
YB	YES! Books and Videos	■ *

AUTO

AL	Alamo Rent A Car	
AQ	Autoquot-R	
BU	Buick Magazine	■
CI	CIGNA Insurance	
FORD	Ford Motor Co.	■
NI	Nissan Motor Corp.	■
PRC	Price Motor Cars	†
UC	Used Car Price Guide	†

BOOKS/PERIODICALS

BB	Brady Books	
BW	*Business Week*	
CS	*Computer Shopper*	
CK	Create-A-Book	†
DJ	Dow Jones & Co.	
MH	McGraw-Hill Book Co.	■ *
MC	*MacUser*	
MFM	Money's Financial Market	
NW	*Newsweek*	
PCC	*PC/Computing*	
PM	*PC Magazine*	
PB	Penguin Books	■ *

PUB, BK, TL, UT, WB

PUB	Publishers Clearing House	†
BK	Small Computer Book Club	
TL	Time-Life Books	
UT	*USA Today*	
WB	Walden Computer Books	

BUSINESS/FINANCE

ATT	AT&T Home-Office Resources Online	
ATT	AT&T Toll-Free 800 Directory	
INC	Business Incorporating Guide	
BW	*Business Week*	
CF	CheckFree Corp.	
DR	Dreyfus Corp.	
DJ	Dow Jones & Co.	
HRB	H&R Block	
II	Insurance Information	
TKR	Max Ule Discount Brokerage	
MFM	Money's Financial Market	
NN	NewsNet	
CRE	TRW Credentials	†

CLUBS/MEMBERSHIPS

CM	Classical Music Club	
CD	CD Club	*
MTV	MTV Club Membership	
RT	Record and Tape Club	*
SAC	Shoppers Advantage Club	*
BK	Small Computer Book Club	
TL	Time-Life Books	
VC	Video Club	*

COMPUTING

CDA	CDA Computer Sales	■ *
RS	The CD-ROM Store	■
ORD	CompuServe Store	
CE	Computer Express	*
PD	The Computer Mart	
CS	*Computer Shopper*	
DM	Direct Micro	*
HTH	Heathkit	■ *
MC	*MacUser*	
MW	MacWarehouse	■ *
MM	Marymac Industries	
MCW	MicroWarehouse	■ *
OI	Ocean Isle Software	
OS	Online Store	

PT, PCC, PM, PP, SAF, SDA, SP, WB

PT	Paradise Technology	■
PCC	*PC/Computing*	
PM	*PC Magazine*	
PP	Programs Plus	
SAF	Safeware Computer Insurance	■
SDA	Software Discounters of America	
SP	Some Things Special's Unique Boutique	● *
WB	Walden Computer Books	■ *

GIFTS/FLOWERS/GOURMET FOODS

AK	Alaska General Store	■ *
ATT	AT&T Toll-Free 800 Directory	
CC	The Chef's Catalog	■ *
COF	Coffee, Anyone ???	
CR	Crabtree & Evelyn	*
FFS	Florida Fruit Shippers	■
FS	Flower Stop	■
GC	Godiva Chocolatier	■ *
HS	Hammacher Schlemmer	■ *
HH	Helen Hutchleys	■ * †
LOB	Lobster Express	
FA	Museum of Fine Arts, Boston	■ *
PF	Pepperidge Farm	■ *
RM	Rent Mother Nature	■ *
SL	Sharon Luggage and Gifts	■ *
SIM	Simon David	■ *
SP	Some Things Special's Unique Boutique	● *
WK	Walter Knoll Florist	
WE	Williams & Eeden Garden Center	■ *

HEALTH/BEAUTY

CL	Contact Lens Supply	†
RX	Court Pharmacy	
CR	Crabtree & Evelyn	■ *
DU	Odonyx Scientific	
PS	Prevention Systems	■ * †
PPP	Push Pedal Pull Fitness	■ *

HOBBIES/TOYS/PETS

HC	Hobby Center Toys	

TT, TSR, WE

TT	Tall Tails	†
TSR	TSR Games Shoppe	■ *
WE	Williams & Eeden Garden Center	■ *

INFORMATION/SERVICES

ATT	AT&T Home-Office Resources Online	
ATT	AT&T Toll-Free 800 Directory	
CI	CIGNA Insurance	
ORD	CompuServe Store	
CSW	Computer Sports World	
EA	Educational Advisory Services	
MN	Mentor Technologies	
SAF	Safeware Computer Insurance	■

MERCHANDISE/ELECTRONICS

CC	The Chef's Catalog	■ *
ORD	CompuServe Store	
RX	Court Pharmacy	
HS	Hammacher Schlemmer	■ *
HTH	Heathkit	■ *
JCP	JCPenney	● *
MI	Miltrobe Electronics	● *
SAC	Shoppers Advantage Club	*
SGL	Spiegel	● *

OFFICE SUPPLIES

DM	Direct Micro	*
EX	Executive Stamper	■ *
PW	Penny Wise Office Supplies	†
SC	The Stationery Center	■ *

SPORTS/LEISURE

AU	Austad's Golf Shop	■ *
CSW	Computer Sports World	
HS	Hammacher Schlemmer	■ *
PPP	Push Pedal Pull Fitness	■ *
RR	Rin Robyn Pool 'N Patio	■
SS	The Sport Source	■ *

TRAVEL/VACATIONS

AF	Air France	■
ATT	AT&T Toll-Free 800 Directory	
FI	France Info USA	
OA	Official Airline Guides	■
SL	Sharon Luggage and Gifts	■ *

Walden Computer Books offers free gift for your thoughts.

Walden Computer Books wants to know what you think. Tell them what you look for in computer books by taking a short online survey and receive a free Que Clock Bookmark. No purchase necessary. GO WB.

Never a connect-time fee

AT&T 800 Directory GO ATT
Buick Magazine GO BU

Free connect time every day in May

Paul Fredrick Shirts Co. GO PFS

FREE SHOPPING WEEKENDS.

Shop **free** of **connect-time** fees at the following merchants on these weekends from 12:01 a.m. Saturday to 11:59 p.m. Sunday.

May 5 and 6

Ford Motor Co. GO FORD
MacWarehouse GO MW
MacUser GO MC
MicroWarehouse GO MCW
Penny Wise Office Supply GO PW
Publishers Clearing House GO PUB

May 6

Ford Motor Co. sponsors **live** conference on the 1991 Ford Escort. **Free** connect time. 7 p.m. to 9 p.m. EST. GO CONVENTION

May 12 and 13

CIGNA Insurance GO CI
MacWarehouse GO MW
Pepperidge Farm Mail Order GO PF
Price Motor Cars GO PRC
TRW Credentials GO CRE

May 19 and 20

Artwear/Outwest GO AO
Brooks Brothers GO BR
Coffee, Anyone??? GO COF
Contact Lens Supply GO CS
MacWarehouse GO MW
Radio Doctors GO RD
Spiegel GO SGL
The Sport Source GO SS
Used Car Price Guide GO UC

May 26, 27 and 28

Memorial Day Weekend: **Free** connect time in all Mall stores.

June 2 and 3

Artwear/Outwest GO AO
Brooks Brothers GO BR
Computer Express GO CE
MacWarehouse GO MW
Pepperidge Farm Mail Order GO PF
Prevention Systems GO PS
Publishers Clearing House GO PUB
Push Pedal Pull Fitness GO PPP

June 9 and 10

Brooks Brothers GO BR
CIGNA Insurance GO CI
Coffee, Anyone??? GO COF
MacWarehouse GO MW
MicroWarehouse GO MCW
Helen Hutchleys GO HH
Software Discounters of America GO SDA

Coming in June...

Travel The World With The Mall as we spotlight imported products, merchants that ship overseas, and international travel.
Plus, grand openings for ...
Helen Hutchleys La Dolceria GO HH
Gimme Jimmy's Cookies GO GIM

Brooks Brothers *Spring 1990 Catalog.*

The Brooks tradition carries through to the 1990s. Request your free copy of Brooks' *Spring 1990 Catalog*, featuring 62 full-color pages of the finest apparel for men and women, plus an array of accessories. For him, Brooks offers everything from a genuine Panama straw snap-brim hat to cotton jersey rugby shirts, from English calfskin oxfords to bold, striped boxer shorts. For her, Brooks showcases cotton crew neck sweaters, silk crepe de Chine dresses, faux seed pearl twists and more.

From Brooks Brothers. GO BR
Free.

Ideal for road trips with the kids.

Rabbit Ears Storybook Classics narrated by actors, such as Cher, Jeremy Irons, Meryl Streep and Robin Williams, with scores performed by various Windham Hill musicians. Pictured here, *How the Rhino Got His Skin* with Jack Nicholson and Bobby McFerrin and *The Legend of Sleepy Hollow* with Glenn Close and Tim Story.

From Windham Hill. GO WH
CD: $14. Cassette: $7.

Order online gifts early for Father's Day, June 17.

Hammacher Schlemmer salutes Dad with 10 percent-off sale.

Shopping for Father's Day? Visit Hammacher Schlemmer online for the best and the only! Shop between May 15 and May 31 and receive a 10 percent discount on all merchandise ordered through Hammacher Schlemmer's online catalog. To salute Dad and save, GO HS.

Here's what Spiegel suggests for Dad.

Perplexed by Dad's Day gift options? Spiegel has thought about it for you. Select the Braun pocket shaver ($23.95). This handy, handsome, black, battery-operated shaver is great for the man on the go. Made in Germany. Or, how about a Victorinox original Swiss Army knife and mini Magolite flashlight combination, handsomely gift-boxed.
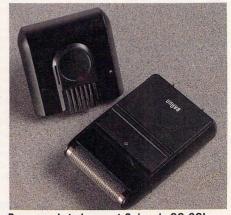
From Spiegel. GO SGL
$24.95.

Request *Spring 1990 Catalog* online. GO BR

Storybook classics on CD or cassette. GO WH

Braun pocket shaver at Spiegel. GO SGL

What the heck is "free connect"?

Whenever you read about a free-connect weekend in *Go Mall*, know you can browse through participating merchants' online stores for those two days without paying standard CompuServe connect rates. You pay nothing while you explore a Mall store that's currently offering free connect time.

An up-to-date list of free-connect weekends always can be found online in "This Week's Mall News." (Though connect-time charges are waived, any applicable communications surcharges *remain in effect.*)

Who says you can't get something for nothing?

The price is right (most of the time, anyway).

All prices mentioned in *Go Mall* are the most accurate prices available to our editorial staff at the time of publication. However, because The Electronic Mall is such a dynamic, changing environment, occasionally a printed price will be out-of-date by the time you look up the featured product online.

Here's a good rule of thumb: Before ordering anything from The Mall that appears in *Go Mall*, make sure you check its online price. You can be sure that this price is the most current.

Shoppers Guide

Advertiser's Directory

Guidelines to Requesting Information Through OLI

Online Inquiry

Online Inquiry is *CompuServe Magazine*'s electronic version of the traditional reader inquiry card. To request additional information about products or services described in *CompuServe Magazine*, simply access CompuServe and type GO OLI at any prompt.

CompuServe · Page OLI-1
COMPUSERVE MAGAZINE ADVERTISERS
ONLINE INQUIRY (OLI)
1. OLI Instructions
2. CompuServe Magazine Display Ads
3. Print Edition Reviews
4. Shopper's Guide Mini-Ads

Display Ads

GO OLI-160. Inquiries to this section will be followed by a brief description of the *CompuServe Magazine* ad. To request additional printed information, simply enter your name and address at the prompts. OLI will add your User ID number and electronically forward your request to the appropriate advertiser(s). The names, addresses and User ID numbers will also be forwarded via US Mail at the end of each month.

CompuServe · Page OLI-160
COMPUSERVE MAGAZINE
ADVERTISERS/OLI
1. May 1990 Advertisers
2. Apr. 1990 Advertisers
3. Mar. 1990 Advertisers

Editorial Articles/Reviews

At the end of each electronic version product review, you'll be asked if you wish to request further information through the Online Inquiry system. A "yes" response will let the system prompt you for your name, address and other information so that your request can be forwarded to the appropriate company. If you respond "no," the system will return you to the previous menu.

To request information about products reviewed in the print edition, GO OLI-280 and select the appropriate listing, such as May Hardware Reviews. At the next menu, select the product you're interested in. If you answer "yes" at the question prompt, the OLI system will prompt you for the necessary information.

Requests to these sections will be stored and forwarded by traditional mail once each month.

CompuServe · Page OLI-280
REVIEW LISTINGS/PRINT EDITION
1. May Hardware Listings
2. May Software Listings
3. May New Product Listings

Shopper's Guide

GO OLI-70 to get information about *CompuServe Magazine*'s mini-ad program.

To request information from Shopper's Guide advertisers, follow the instructions outlined in each ad.

CompuServe · Page OLI-70
SHOPPER'S GUIDE
1. About Shopper's Guide
2. Rates and Information

*Note: Additional requests during the same session will not require you to re-enter your name and address.

UPDATE

Shop free of connect-time fees in The Electronic Mall during Memorial Day weekend, May 26 to 28. In addition, AT&T Toll-Free 800 Directory (GO ATT), Buick Magazine (GO BU) and Paul Fredrick Shirts Co. (GO PFS) are free of connect-time fees every day in May. Walden Computer Books (GO WB) and MacWarehouse (GO MW) are connect-free every Saturday and Sunday in May. Other stores, including Spiegel (GO SGL), Publishers Clearing House (GO PUB) and Brooks Brothers (GO BR) feature free shopping on select weekends. GO MALL

The Macintosh Art and Design Forum is hosting the Designathlon Contest through Tuesday, June 19. Access Library "Designathlon" to view the contest categories, prizes and rules. To join the Macintosh Art and Design Forum, select "Join This Forum" from the Forum menu. GO MACDESIGN

Diabetes Forum is available for members interested in any aspect of diabetes, hypoglycemia and related genetic and autoimmune conditions. Meet other diabetics, family members, friends and medical practitioners for support and sharing. Message sections and libraries are devoted to medications, diet and exercise, technology, treatments and other topics. GO DIABETES

Save up to $20 per search while retrieving IQuest ABI/INFORM™ abstracts. During May, the $2 abstract charge is waived for ABI/INFORM. This database contains references and summaries for articles from more than 800 business magazines and trade and academic journals covering the business environment, management and industries. All other IQuest charges remain in effect. GO IQUEST

CompuServe has added Atari and Graphics File Finders. File Finder is a keyword-searchable database that enables searching for forum files by their keywords, name, type, extension, submitter's User ID number, submission date or forum name. Participating Atari forums include Atari ST Arts Forum, Atari ST Productivity Forum and Atari Vendors Forum. Participating graphics forums include Art Gallery Forum, Computer Art Forum, Graphics Corner Forum, Graphics Support Forum and Quick Pictures Forum. GO ATARIFF or GO GRAPHFF

Version 1.1 for the CompuServe Information Manager is available online. CompuServe Information Manager, the new MS-DOS user interface, incorporates pull-down menus, dialog boxes and other new features, which enable members to access, sort and use information more effectively. To order CompuServe Information Manager or to upgrade from version 1.0 to version 1.1, visit the CompuServe Information Manager software area. GO CIM

Explore NASA News Online

The News Room of NASA's headquarters in Washington, D.C., provides online news releases, Space Shuttle status reports, launch schedules and payload manifests, reports on manned and unmanned space missions, annual reviews of NASA's activities and an archive of space technology. GO NASA

The Computer Chronicles Keeps You Informed

CompuServe provides a supplement to *The Computer Chronicles*, the national PBS television series that explores in-depth topics, current news and significant events in the personal computer field. Online, The Computer Chronicles lists quick reference words for CompuServe areas related to each week's program topic. GO CHRONICLES

NEXT MONTH • **Hello, Tokyo?:** CompuServe's reach extends round the globe • **Print Shop Prose:** Desktop publishers share ideas • **Inviting Investments:** Investext • **A House in the Country:** Bed-and-breakfasting in the United Kingdom

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SPECIAL EDITION! FEATURES THE NEW COMPUSERVE INFORMATION MANAGER MACINTOSH INTERFACE, EXPANDED FORUMS, CHOICE SOFTWARE, DESKTOP PUBLISHING AND MORE. SEE INSIDE.

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